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## PRICE LIST

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# GENEVA FLORAL

1729 MENAHAN ST.  
RIDGEWOOD 37, N. Y.

GENEVA FLORA

1729 MENAHAN ST.  
RIDGEWOOD 37, N. Y.

GENEVA FLORAL COMPANY

171 HARMONY ROAD  
1729 MENAHAN ST.  
LEVITTOWN, PENNA.





## DISCOUNT POLICIES AS OF JANUARY 4, 1960

### EARNED CREDIT

To encourage the placing of orders as early as possible prior to the requested shipping date and also to reward those growers who purchase in larger quantities over a 52 week period, we have established an "Earned Credit" policy as follows:

From the price as shown in our Price Schedule, we have established the following discounts:

#### (1) EARLY ORDER DISCOUNT

The number of weeks an order is received in advance of shipping date.

Less than 4 weeks.....	No discount
4 - 5 weeks.....	2%
6 - 9 weeks.....	5%
10 - 13 weeks.....	6%
14 - 17 weeks.....	7%
18 - 21 weeks.....	8%
22 - 25 weeks.....	9%
26 weeks or more.....	12%

#### (2) VOLUME DISCOUNT

This discount applies to purchasers of 10,000 or more cuttings in a 52 week period.

10,000.....	3%
30,000.....	5%
60,000.....	6%
100,000.....	7%
150,000.....	8%
210,000.....	9%
280,000.....	10%

INQUIRE ABOUT DISCOUNTS SCHEDULE ABOVE THESE AMOUNTS.

DISCOUNT POLICIES AS OF JANUARY 4, 1960

To compute your "Earned Credit" discount.....Total the percentage from the Early Order Discount schedule and the Volume Schedule..... deduct this percent from Catalogue price.



## NEW INTRODUCTIONS FOR 1960

### GREENHOUSE

#### YELLOWCHIP - (Neal)

Lemon yellow sport of the popular Bluechip. An attractive color even under high light intensities. A worthwhile compliment to the Chip varieties. Flowers November 1st.

### NEW DEPETRIS GARDEN INTRODUCTIONS 1960

#### \* USEFUL AS A SPRING POT PLANT

##### \*KANSAS

Medium white decorative, lovely compact growth habit. Durable flower on stiff pedicles, an exciting new white that is outstanding in borders or as a single specimen plant. Flowers normally October 5th. A valuable contribution to the 3" to 6" spring and fall pots. Kansas has a sharp response, good breaking habit and makes a very appealing well dressed pot.

##### \*MITSIE

Small round white pompon. Bushy compact growth habit with multitude of blooms. A really remarkable specimen for border planting. One of the best whites for spring pot plant flowering. Normal flowering period October 5th.

##### \*ACCOLADE

Glowing lavender pink decorative pompon. Large 3" flowers adapted to disbudding. Strong sturdy stems, suitable for garden cut flowers. Sure response in the Spring as a pot plant. Use tall treatment to reduce the height. Flowers naturally around October 12th.

##### \*MEDUSA

Medium white decorative. Very free flowering and vigorous growing habit. A wealth of bloom on solid compact stems. Improves Gardenia. As a spring pot plant it has distinctive style and shape. A wonderful contribution to the much needed white pot plants. Matures October 5th.

##### \*MELROSE

Luminous peach pink, large decorative. Large 3" to 5" flowers when disbudded. Color improves as it opens. Strong stems with well placed flowers. Outstanding as an outdoor or normal flowering cut flower. Lends itself to the short disbud program from April thru October, or for spring pots using the tall treatment. Flowers October 12th.



## NEW LISTINGS FOR 1960

\* RECOMMENDED FOR POT CULTUREGOLDBERG

Large golden yellow pompon, sport of the popular Yel. Iceberg. Color is more intense and the flower somewhat firmer than Yel. Iceberg, particularly useful from April thru early November in the Greenhouse. Matures naturally November 5th.

GOLDTOP

Deep lemon medium pompon, sport of Whitetop. Its intense color and ready response makes it ideal for shading programs. Flowers November 5th.

GOLDEN PARAMOUNT

Large golden yellow pompon, sport of Yellow Paramount. Color is more intense. A valuable addition for late Fall, early and late winter programs. An 11 week variety flowering naturally November 23rd.

\*ALEX COLSON

Large intense orange bronze decorative. A vivid color that holds well in all periods. Suited well for pinched pot programs. Flowers normally around November 1st.

\*VULCAN (GHSE)

Large crimson red ten week decorative, best during Fall, winter and Spring pot programs. Will fade during high temperature periods. Exceptional quality for Christmas pots. Flowers November 5th.

\*RED STAR

Large ten week decorative flowering November 5th. An intense reddish bronze with excellent pot form. Responds to either single stem or pinched culture. A good red during fall, winter and spring. A good bronze for summer flowering.

\*MALOU

Medium incurved chalk white standard. Short habit of growth which makes it strictly a pot plant variety. Responds well to single stem or pinched culture. Pinched crops need a high light intensity. Responds naturally November 1st.

\*OREGON TRAIL

Cream sport of the popular Oregon, has the same habit and response as its parent and possibly more petalage during lower light intensity periods. Flowers November 5th.



NEW LISTINGS FOR 1960\* RECOMMENDED FOR POT CULTUREIND. NO. 3 WHITE

Large incurved white sport of Ind. White. Whiter than the Improved Ind. White and more petalage than its parent Ind. White. Does not quill in the winter. Expresses qualities of a much needed improvement. Matures November 5th.

YELLOW CHIEF

Lemon yellow incurved, sport of the popular White Chief. Useful for shaded programs or early standards for natural season. Flowers naturally October 20th.

YELLOW MARVEL

Large lemon yellow incurved. Desirable for summer and fall flowering, tolerant of high temperatures. Flowers are resistant to petal burn. Flowers November 8th.

\*WORKING SCARLET

Large decorative brilliant scarlet bronze standard. A very vigorous growing variety that needs tall treatment. Particularly useful from late Fall until early Spring. Normal flowering November 10th

BEACON

Large semi-incurved reddish bronze with gold reverse. Has excellent substance and color retention qualities. Responds well to shade. An outstanding variety for Thanksgiving. Flowers November 20th.

\*BRIDESMAID

Large lavender pink spider. Short compact growth habit lends itself to pot plant culture. Stems are wiry and easily support the large bloom. For summer flowering, use in air conditioned units. Flowers November 1st.

PINK FRED SHOESMITH

Large light pink incurved, sport of Fred Shoesmith. Habits are same as parent plants. Color will fade during periods of high temperature. Excellent in the Fall and around Christmas. Flowers naturally November 12th.



NEW GARDEN LISTINGS FOR 1960\* USEFUL AS A GARDEN POT PLANTNANOOK

Small decorative cushion. A dwarf mound smothered by cream colored flowers. A delightful border plant. Bloom Sept. 14th.

ALBAFLORA

Large silvery white decorative with slightly cream center. Prolific flowering habit. A very attractive plant. Matures September 20th.

RAGGEDY ANN

Beautiful large white cushion, novelty. Carnation type petals. Vigorous growing variety with loads of flowers. For those who want something different. Blooms September 28th.

MOUNT HOOD

Pure white large incurved decorative. Prolific flowering habit. Sturdy stems that support mounds of flowers. A real beauty. Flowers September 28th.

CANDLEGLOW

Tall clear crisp creamy white decorative. Excellent for table bouquets. Blooms September 28th.

\*CORSAGE CUSHION

Compact and clean growing carnation type cushion. Buds show tinges of pink, but open a beautiful white. Compact and prolific flowering habit. Outstanding as a spring pot plant for 3" or larger pot sizes. You will welcome this variety. Matures October 1st.

HENRY ETTS

Tall and vigorous growing pure white spoon. Stiff stems and strong pedicels. A decided improvement over the present White Spoon. A really worthwhile addition. Flowers October 1st.

JOHN MILBRATH

New 3" glistening bright yellow decorative. Slightly incurved. Nice for table use or border plantings. Flowers September 10th.

EXETER

Medium golden formal decorative. Compact growth habit with well placed flowers. Contrasting deep green foliage with a brilliant display of flowers when fully open. Blooms Sept. 25th.



NEW GARDEN LISTINGS FOR 1960\* USEFUL AS A GARDEN POT PLANTBETH RUSSEL

Large cream decorative. Strong sturdy stems support a wealth of blooms. Compact growing habit. A beautiful specimen plant. Flowers October 1st.

DANDY (H)

Early blooming incurved reddish bronze. Upright cushion plant. Blooms for two months. Flowering date September 16th.

ABUNDANCE

Medium golden bronze decorative. Early and compact, displaying an abundance of blooms. Will attract much attention. Flowers September 20th.

\*LAWRENCE BLANEY

Beautiful glittering orange red decorative. Compact and smartly styled. Mounds of blooms. Excels as a spring pot for 3" or larger. A real value. Blooms September 25th.

MIKADO

Large cactus type decorative. Beautiful red 4" flowers that respond to disbudding. Heavy 2½ ft. producer in late September. A real eye catcher. Flowers September 25th.

NOBILITY

Velvety textured deep red black decorative with rich green foliage. Long stems for cutting. Matures October 4th.

NINA REBMAN

Bright non-fading rich dark red. Flowers have excellent substance and are frost resistant. Heavy producers of exquisite sprays for table bouquets. Flowers October 10th.

PRINCESS (H)

Peach to rose pink decorative with gold pink petals borne on 15" to 18" plants which begin to flower in early September. Full flower by September 15th which lasts until frost. A delightful mound of continual fresh looking blossoms.

MINNEHAHA

Lovely 2" blossoms of rosy sandalwood pink on a large cushion type plant. Flowers September 20th.



NEW GARDEN LISTINGS FOR 1960\* USEFUL AS A GARDEN POT PLANT\*PINK SPOON CUSHION

Vigorous growing lavender pink spoon. Much more prolific flowering than the other Spoons. An excellent late Spring pot plant. Best for Memorial Day. Blooms September 26th.

\*PURPLE DUSK

Upright cushion of light purple. Compact and clean growing. Another valuable spring pot addition for 3" pots or larger. Flowers September 26th.

JOSEPHINE FERRIS

Cream pink pompon with contrasting deep pink centers. Pale lavender buds swell into enhancing fine textured flowers. Has a good growth habit with outstanding production. Blooming date October 5th.

\*ANN LADYGO

Medium pink anemone. Cushion type growth. One of the loveliest garden specimens to date. When in full flower the foliage is completely covered by beautiful pink anemones. The most exciting new spring pot available. Natural blooming date October 5th.

BETTY ETTS

Bright orchid pink spoon of outstanding texture. Long tubular petals with spoon tips. Heavy stemmed and wind resistant. A delightful garden plant for table bouquets or ornamental use. Blooms October 10th.

TREVANIA

Large coral peach 3" decorative. Lush green foliage on stems perfect for table use. Flowers October 10th.

EVELYN GARREN

Striking large rose and gold incurved. Compact growth habit making a lovely garden specimen. A variety that is really wind and frost resistant. It is enhanced by partial disbudding but is not necessary. Flowers October 12th.



## \* RECOMMENDED FOR POT CULTURE

## POMPONS - SINGLES AND ANEMONES

VARIETY	NORMAL PINCH DATE	MATURES	PRICE 50 ONLY
<u>WHITE</u>			
<u>8 WEEK VARIETIES</u>			
BLIZZARD - A pure white pompon with good spray formation. Responds well in the early Cloth House and Greenhouse July thru September.....	7-20	10-15	4.25
SILVER BALL - Large pompon, pure white.....	7-20	10-15	3.63
IRENE - Small white pompon.....	7-20	10-20	4.38
PRISTINE - Pure white pompon, very good March thru October under glass, or in the Cloth House from August thru October.....	7-20	10-20	3.88
<u>9 WEEK VARIETIES</u>			
SILVER BOW - Large white pompon, tolerant to high temperature, excellent disbud April thru October.....	7-25	10-25	4.25
POPCORN - Medium pompon, very productive, white suffused with pink.....	7-25	10-25	4.25
WH. POPCORN - Medium cream pompon, sport of Popcorn.....	7-25	10-25	4.00
WH. KEEPSAKE - White, sport of Keepsake....	7-25	10-25	4.00
KEEPSAKE - White pompon, tall with good spray formation, recommended March thru October will be suffused with light pink during early spring and late fall.....	7-25	10-25	4.00
*MONTY - Large white decorative, very good as pot plant, recommended year around thru the South. March thru December in the North.....	7-25	10-25	4.13
SONGSTER - Medium pompon, pure white.....	7-25	10-25	4.25
PINOCCHIO - Small pompon, hard button white	7-25	10-25	3.88
CREST - Medium white pompon, formal type disbud. Short growth habit making it an outstanding pot plant variety. Excellent breaking habit. Intolerant of low light intensities. Best March thru November.	7-25	10-25	4.38



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>9 WEEK VARIETIES</u>			
* <u>GRANITE STATE</u> - Large white disbud, pompon, perfect form ideal as pot plant, re- sponds well, recommended August thru November, April thru June.....	7-25	10-25	4.13
<u>WH. DOTY</u> - Large white pompon, responds well to disbudding.....	7-25	11-1	4.25
<u>ALASKA</u> - Intermediate white anemone with white cushion, responds well during summer months April thru November.....	7-25	11-1	3.88
<u>SEAGULL</u> -- Medium pompon, cream white.....	7-25	11-1	4.25
<u>HALO</u> - White daisy having exceptionally good performance during May thru September under glass.....	7-25	11-1	4.13
<u>10 WEEK VARIETIES</u>			
<u>FEATHERTOP</u> - Deeply serrated sport of White- top, a very attractive novelty.....	7-28	11-5	4.00
<u>WHITETOP</u> - Large white decorative pompon of exceptional merits very good May thru November 5th under glass or Cloth House. Good production plus quality growth....	7-28	11-5	3.50
<u>ICEBERG</u> - Large flower white, best year round disbud. Recommended April thru November 5th.....	7-28	11-5	3.38
<u>ENCORE</u> - Pure white large pompon, produced on rigid stems, excellent late August thru September in Cloth House, and October thru November 5th under glass.....	7-28	11-5	4.00
<u>ILL. IGLOO</u> - A good cream white pompon, that responds well to year around flowering from March thru November, a variety that should be used in all year around schedules.....	7-28	11-10	3.75
<u>PACESETTER</u> - A good medium size white that produces and ships well, with good substance and stems, responds readily to off season flowering.....	7-28	11-10	4.13

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>10 WEEK VARIETIES</u>			
<u>LITTLE AMERICA</u> - Small spray type anemone, pure white used for pots, good small disbud.....	7-28	11-10	3.88
<u>SHASTA</u> - Medium large white anemone, a variety that can be depended upon to respond to off season treatment at all times throughout the year. Ships well for an anemone and takes dyes readily. We recommend this variety certainly as the best and most dependable of all varieties for the beginner in year around blooming.....	7-28	11-10	3.50
<u>ILL. SNOWDRIFT</u> - A pure white novelty showing some traces of pink when first opening. The petals are deeply serrated giving it the appearance of being a spider pompon or lacy effect, recommended March thru June and in the Cloth House late August thru October. Dyes very well and we find a ready sale at all times.....	7-28	11-12	3.88
<u>11 WEEK VARIETIES</u>			
<u>WH. TAFFETA</u> - Medium decorative, white sport of Taffeta, responds the same.....	8-1	11-15	3.88
<u>PRISCILLA</u> - Medium pompon good producer, ivory white.....	8-1	11-20	4.13
<u>HIGHBROW</u> - Large ivory decorative of excellent substance and growth habits. Excellent late Cloth House, September thru October 15th.....	8-1	11-20	4.00
<u>L. IS. BEAUTY</u> - Large anemone disbud, white, yellow center.....	8-1	11-20	4.13
<u>PARAMOUNT</u> - Very formal type creamy white large pompon, very good normal season and for extending the season thru February.....	8-1	11-23	3.88

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>12 WEEK VARIETIES</u>			
WH. YULETIDE - Medium decorative pompon, pure white.....	8-5	11-25	3.88
WH. VALENCIA - Large single, responds to dis-budding, white.....	8-5	11-28	4.13
CHAMP - Large white anemone, excellent as a disbud. Responds well October thru April.....	8-5	11-25	4.00
BELRAY - Pure white large flowers produced on excellent growth and sprays, excellent from normal season thru March, quality will be improved if temperature is lowered after it starts to flower...	8-5	11-30	3.88
FORTUNE - Medium formal pompon, cream white	8-5	12-1	4.00
<u>13 WEEK VARIETIES</u>			
CAMEO - Large decorative, very attractive, ivory white.....	8-10	12-5	4.25
ACCLAIM - Large creamy white of excellent substance and form, easy to grow and responds well for extending the season thru March.....	8-10	12-5	3.75
ICECAP - Medium chalk white pompon. Initiates and develops buds over a wide temperature range. Vigorous grower and exceptional producer. Best December thru February.	8-10	12-10	3.75
WH. MINSTREL - White sport of Minstrel. A nice addition to the 13 week white pompons.....	8-15	12-12	4.00
<u>14 WEEK VARIETIES</u>			
SNOWCAP - Large formal white pompon of good substance, responds to bud setting readily in extended season flowering, where temperatures can be held at 60 degrees.....	8-15	12-15	4.00
GARZA - Medium anemone good sprays, pure white.....	8-15	12-15	4.00



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>14 WEEK VARIETIES</u>			
<u>SILVERSMITH</u> - Large showy white decorative, a very productive pompon, not as sharp a response as Snowcrest but when handled properly and grown with low nitrates, the season can be extended December thru March very readily.....	8-15	12-15	3.88
<u>SNOWCREST</u> - White having a sharp green center, very attractive when cut before the center is fully opened, very good growth habit and spray formation, responds very readily for off season blooming. December thru March. Very sharp responding 14 week variety..	8-15	12-15	4.13
<u>ELEGANCE</u> - Large white decorative. A good Christmas white. Desireable for extend- ing lighting programs.....	8-15	12-20	4.13
<u>ILL. ALBA</u> - Large single, pure white, does not pink at low temperatures, a good Christmas white.....	8-15	12-20	4.38
<u>SNOW</u> - Medium large pompon, cream white....	8-20	12-25	4.00
<u>REVELATION</u> - Medium large decorative white, the most accepted variety for late December and January blooming without lights.....	8-20	12-25	3.88
<u>ILL. SNOWBOUND</u> - Medium large decorative, requires 60 degrees to initiate bud and 50 degrees to develop.....	8-20	1-2	4.25
<u>TALMEDA</u> - The latest white pompon, without using lights.....	8-20	1-5	4.13
<u>ILL. CASCADE</u> - Large decorative clear white; December thru February.....	8-20	1-5	4.00
<u>YELLOW</u>			
<u>8 WEEK VARIETIES</u>			
<u>SARASOTA</u> - Bright lemon pompon produced on good stems with excellent spray formation, for cutting either under glass or outside throughout the South. Also good in the early Cloth House.....	7-20	10-15	4.00



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>8 WEEK VARIETIES</u>			
<u>YEL. IRENE</u> - Small button pompon, light lemon	7-20	10-15	4.38
<u>9 WEEK VARIETIES</u>			
<u>SYBIL</u> - An excellent multi-petalled daisy having a large broad petalled form with very good substance. Color is yellowish apricot of a very appealing hue. Excellent stem and foliage with outstanding produc- tion. Blooms normally Oct. 25 and responds readily to shading in 9 weeks.....	7-25	10-25	4.25
<u>GOLDEN HERALD</u> - Large golden yellow decorative flowers. Excellent as a disbud or spray very productive and responds to year around flowering very readily. When dis- budded flowers are 4½" or more across..	7-25	10-25	4.00
<u>GOLD COAST</u> - Bright yellow formal pompon, a very good year around variety recommend- ed March thru October.....	7-25	10-25	3.75
<u>YEL. KEEPSAKE</u> - Bright yellow sport of the popular Keepsake. An excellent supple- ment to the 9 week pompons. Best March thru October.....	7-25	10-25	4.38
<u>RED DOT</u> - Bright yellow pompon with bronze red center, sport of Pink Dot, responds to off season flowering. Recommended for September thru October 15 Cloth House and normal March thru May in spring.....	7-25	10-25	4.00
<u>SUNUP</u> - Hard small yellow pompon produced on well formed sprays and long stems, a high temperature variety at its best June thru September.....	7-25	10-28	4.25
<u>HAPPINESS</u> - Large single golden yellow, reliable under high temperature conditions	7-25	10-28	4.00
<u>AZTEC</u> - Golden yellow daisy of good texture produced on excellent stems and spray formation. Good off season daisy, re- commended April thru October.....	7-25	10-28	4.38



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>9 WEEK VARIETIES</u>			
<u>YELLOWCHIP</u> (Neal) - Lemon yellow, sport of the popular Bluechip. An attractive color even under high light intensities. A worthwhile compliment to the Chip varieties.....	7-25	11-1	4.50
<u>YEL. HALO</u> - Medium single, responds well, deep lemon.....	7-25	11-1	4.38
<u>STARBRIGHT</u> - Large golden yellow daisy, used from July to November under glass.....	7-25	11-1	4.38
<u>STATESMAN</u> - Small yellow pompon, valuable summer variety because of high temperature tolerance.....	7-25	11-1	4.13
<u>MARY L. HALL</u> - Medium pompon, responds well April thru November, deep lemon.....	7-25	11-1	4.13
<u>DANDY</u> - Medium pompon, yellow, tolerant of high or low temperature. Heavy producer.....	7-25	11-1	4.00
<u>10 WEEK VARIETIES</u>			
<u>OR. BEAUREGARD</u> - Orange yellow, sport of Beauregard, very good off season from March thru November.....	7-28	11-5	3.75
<u>YEL. BEAUREGARD</u> - Clear golden yellow, sport of Beauregard, a welcome addition to the Beauregard family. Same response and highly recommended as an all around 10 week yellow.....	7-28	11-5	3.75
<u>CRESCENDO</u> - Large lemon yellow, an off season variety, more useful in the program July thru September under glass than possibly at any other time.....	7-28	11-5	3.88
<u>YEL. ICEBERG</u> - Large clear lemon yellow pompon, sport of Iceberg. Valuable for high temperature periods.....	7-28	11-5	3.50
<u>GOLDBERG</u> - Large golden yellow pompon, sport of the popular Yel. Iceberg. Color is more intense and the flower somewhat firmer than Yel. Iceberg.....	7-28	11-5	4.50

POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>10 WEEK VARIETIES</u>			
<u>YELLOWTOP</u> - Bright lemon sport of Whitetop, April thru November greenhouse. Excellent for cloth house shading.....	7-28	11-5	3.88
<u>GOLDTOP</u> - Deep lemon medium pompon, sport of the popular Whitetop. Color is much deeper and more intense than Yellowtop. A definite improvement over Yellowtop..	7-28	11-5	4.50
<u>LUXURY</u> - Large decorative at its best as a disbud June thru October, a high tempera- ture variety.....	7-28	11-8	4.13
<u>GOLDEN SHASTA</u> - Deep golden yellow anemone, sport of Yellow Shasta. Exceptional color retention.....	7-28	11-10	4.50
<u>JEALOUSY</u> - Hard button yellow pompon, good response and good producer, recommended April thru November.....	7-28	11-10	4.25
<u>YEL. IGLOO</u> - Large pompon, lemon yellow, sport of Igloo, responds readily to off season flowering.....	7-28	11-10	3.88
<u>YEL. SHASTA</u> - Large lemon yellow anemone for year around blooming, a sure to bloom yellow for all seasons.....	7-28	11-10	3.50
<u>HEYDAY</u> - Medium pompon, bright yellow. Green- house April thru June and middle Septem- ber thru November. A valuable cloth house addition.....	7-28	11-10	3.63
<u>ILL. WIGWAM</u> - Large bright orange yellow pompon, exceptional stems and flowers April thru June and September thru November 10th.....	7-28	11-10	4.50
<u>11 WEEK VARIETIES</u>			
<u>FORTY-NINER</u> - A very good responding golden yellow pompon for flowering September thru March.....	7-28	11-15	3.75



## POMPONS - SINGLES AND ANEMONES

VARIETY	NORMAL PINCH DATE	MATURES	PRICE 50 ONLY
<u>YELLOW</u>			
<u>11 WEEK VARIETIES</u>			
<u>YEL. TAFFETA</u> - Bright yellow sport of Taffeta. Recommended March thru May and September thru November.....	7-28	11-15	4.25
<u>GOLD BALL</u> - Golden yellow, solid pompon.....	7-28	11-15	3.88
<u>ESQUIRE</u> - Medium yellow decorative, depend- able over a wide temperature range. Strong sturdy stems, very productive, excellent during September thru mid November and March thru May.....	7-28	11-15	4.00
<u>ILL. GOLDRIFT</u> - Bright yellow decorative with finely fringed florets similar to Snowdrift. Has stronger stems and is more productive. Excellent as a pot plant, used September thru mid November and April thru June..	7-28	11-15	4.50
<u>LOLLIPOP</u> - Lemon yellow perfect ball pompon, very hard flower on very stiff stems, recommend off-season September thru March, responds very readily under most conditions.....	8-1	11-20	4.00
<u>PIPPIN</u> - Deep lemon yellow pompons produced in abundance on good stems with dark green foliage.....	8-1	11-20	4.13
<u>YEL. Highbrow</u> - Sport of Highbrow can be used wherever Highbrow is used.....	8-1	11-20	4.13
<u>YEL. PARAMOUNT</u> - Large pompon, sport of Paramount, deep lemon.....	8-1	11-23	4.00
<u>GOLDEN PARAMOUNT</u> - Large pompon, golden yellow which is much more intense than Yellow Paramount. A valuable addition for late fall, early and late winter programs. Flowers naturally Nov. 23.....	8-1	11-23	4.50

12 WEEK VARIETIES

<u>HIGHLANDER</u> - Medium decorative, heavy grower, deep lemon.....	8-5	11-25	4.13
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POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>12 WEEK VARIETIES</u>			
<u>GOLDSMITH</u> - Large decorative on good sprays, deep golden.....	8-5	11-25	3.88
<u>SUNNYSIDE</u> - Small pompon, very productive, golden yellow.....	8-5	11-25	4.00
<u>YEL. VALENCIA</u> - Large single, good disbud, golden yellow.....	8-5	11-28	4.13
<u>YEL. GALAXY</u> - Sport of Galaxy, deep lemon.. yellow daisy, with wide flat petals, produced on good stems with well formed sprays, very useful in off season flowering December thru March.....	8-5	12-1	4.00
<u>13 WEEK VARIETIES</u>			
<u>YEL. ACCLAIM</u> - Large pompon, sport of Acclaim	8-10	12-5	4.13
<u>CORONATION</u> - Large golden decorative, develops over a wide temperature range. Very re- sponsive and productive, an excellent winter variety.....	8-10	12-5	4.00
<u>GOLDEN ACCLAIM</u> - Golden yellow, sport of Acclaim, spray program for extending the season thru March.....	8-10	12-5	4.00
<u>DK. YEL. CAMEO</u> - A deep yellow selection.. from Yellow Cameo.....	8-10	12-5	4.38
<u>CORSAIR</u> - Large golden yellow pompon for winter and early spring, recommended for December thru March flowering. Re- sponds readily under most reasonable growing conditions, good sprays and stems.....	8-10	12-12	3.75
<u>14 WEEK VARIETIES</u>			
<u>SHAMROCK</u> - Large decorative, bright lemon..	8-15	12-15	4.13
<u>YEL. SNOWCREST</u> - Light lemon yellow with bright green center. Very attractive when cut be- fore the center is fully opened. December thru March, sharp response.....	8-15	12-15	4.25



POMPONS - SINGLES AND ANEMONES

VARIETY	NORMAL PINCH DATE	MATURES	PRICE 50 ONLY
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YELLOW14 WEEK VARIETIES

<u>VIBRANT</u> - Large decorative, very good response for extending the season. December thru March, heavy producer, deep lemon.....	8-15	12-20	4.00
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<u>SUN VALLEY</u> - A striking medium golden pompon. A very strong grower with high production, requires 60 degrees temperature for bud initiation, greatest benefit for December thru February flowering...	8-15	12-20	4.00
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<u>GOLDEN ELEGANCE</u> - Medium golden decorative, a sport of Elegance. A beautiful flower with very strong production. Initiates buds at 60 degrees.....	8-15	12-20	4.00
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<u>YEL. SNOW</u> - Medium pompon, very productive, deep lemon.....	8-15	12-25	4.13
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<u>YEL. REVELATION</u> - Medium pompon, good producer, lemon yellow.....	8-20	12-25	3.88
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<u>YULEFLAME</u> - Large decorative, deep lemon...	8-20	12-25	4.13
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<u>SIREN</u> - Medium decorative, lemon yellow....	8-20	12-25	4.13
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<u>ILL. YEL. SNOWBOUND</u> - Medium decorative, light lemon, Requires 60 degrees to initiate bud and 50 degrees to develop...	8-20	12-25	4.25
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BRONZE & RED8 WEEK VARIETIES

<u>RAJAH</u> - Large scarlet red daisy with good stems and sprays, excellent as cut flowers under glass or the garden, also good in the early cloth house.....	7-20	10-15	4.38
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<u>JAMES STEWART</u> - Apricot golden small pompon, produces well on good stems and sprays. Good as cut flowers in the early cloth house under glass or in the garden with protection.....	7-20	10-15	4.38
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9 WEEK VARIETIES

<u>FIREBIRD</u> - Medium decorative, reddish bronze.....	7-25	10-25	4.38
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POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>9 WEEK VARIETIES</u>			
<u>BUCKSKIN</u> - Tawny bronze daisy, very good producer, responds to off season blooming March thru June and early cloth house.....	7-25	10-25	4.13
<u>GAIETY</u> - Striking bright coral bronze single, best during April thru June and September thru October.....	7-25	10-25	4.13
<u>BUCCANEER</u> - Medium single, responds well to off season blooming, rich orange apricot	7-25	11-1	4.25
<u>BRONZECHIP</u> - Medium decorative lively orange bronze sport of Bluechip.....	7-25	11-1	3.88
<u>*ALEX COLSON</u> - Large intense orange bronze decorative. A vivid color that holds well in all periods. Suited well for pinched pot programs.....	7-25	11-1	4.50

10 WEEK VARIETIES

<u>JETFIRE</u> - A Flaming bronze red medium decorative pompon. This color is effected very little by hot weather. Excellent as a cut flower either under glass or in the cloth house. Recommended April thru October. Also as a pot plant.....	7-28	11-5	3.88
<u>RUBICON</u> - Large bronze red decorative of good substance, good September thru November in greenhouse.....	7-28	11-1	4.00
<u>IMP. DK. BEAUREGARD</u> - Dark bronze sport of Beauregard.....	7-28	11-5	3.75
<u>BEAUREGARD</u> - Orange bronze decorative pompon of good form and substance. Excellent growth habits, responds well for off season schedules. Recommended highly for cloth house from September 1 thru October. Responds well in spring blooming, March thru May.....	7-28	11-5	3.75
<u>*VULCAN</u> - Large crimson red 10 week decorative. Best during fall, winter and spring pot programs, will fade during high temperature periods, exceptionally good for Christmas flowering.....	7-28	11-5	4.50



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>10 WEEK VARIETIES</u>			
* <u>RED STAR</u> - Large 10 week decorative. An intense reddish bronze with excellent pot form. Responds to either pinched or single stem culture. A good red during fall, winter and spring, a good bronze for summer flowering.....	7-28	11-5	4.50
* <u>COPPERHEAD</u> - Very large coppery bronze decorative good disbudded or in sprays, excellent cut flower and recommended for pots. Must be pinched later than is usually recommended when grown as pots, because of height...	7-28	11-10	4.00
<u>CLIMAX</u> - Vivid intense orange, holds its warm orange shade very well in hot weather, April thru mid November programs.....	7-28	11-10	3.88
<u>RED HUMDINGER</u> - Sport of the popular Humdinger, a badly needed valuable addition to the pot varieties.....	7-28	11-10	3.88
<u>DK. BR. MASTERPIECE</u> - An improvement over Br. Masterpiece, very good as disbud or spray. Used extensively along the West Coast, dark bronze.....	7-28	11-12	4.38
<u>11 WEEK VARIETIES</u>			
<u>RANGER</u> - Medium orange pompon, excellent grower and very productive, tolerant of high temperatures, used March thru June and September thru October.....	7-28	11-20	4.00
<u>RUBAIYAT</u> - Velvety red formal pompon, excellent red for extending the season thru October and January.....	8-1	11-20	3.75
<u>IMP. THELMA</u> - Medium orange scarlet pompon, produced on rigid stems and excellent sprays. A larger and more brilliant sport of Thelma, excellent for September thru March flowering.....	8-1	11-20	3.88
<u>LEGAL TENDER</u> - Medium decorative, red gold.	8-1	11-20	4.25
<u>RUSTICON</u> - Large pompon, rust bronze.....	8-1	11-20	4.00

POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>12 WEEK VARIETIES</u>			
<u>BR. GOLDSMITH</u> - Large decorative, responds to off season blooming, Mars orange.....	8-5	11-25	4.00
<u>CRIMSON VALENCIA</u> - Large single, good disbud or spray, red crimson.....	8-5	11-28	4.38
<u>APR. VALENCIA</u> - Large single, disbud or spray, apricot.....	8-5	11-28	4.13
<u>CRACKERJACK</u> - Brilliant orange bronze medium daisy. Very responsive, irresistible color. Flowers October thru April.....	8-5	12-1	4.00
<u>GALAXY</u> - Orange scarlet single, responds readily to delayed flowering. Excellent for extending the season December thru March.....	8-5	12-1	4.00
<u>13 WEEK VARIETIES</u>			
<u>DEBONAIR</u> - Large pompon, responds nicely for Christmas when delayed with light, crimson red.....	8-10	12-5	4.25
<u>HARLEQUIN</u> - Medium size crimson red decora- tive very good for delaying thru Christmas.....	8-10	12-20	4.38
<u>CHRIST. STAR</u> - Red daisy, excellent winter variety, responds well to extended off season blooming December thru January..	8-10	12-12	4.00
<u>BR. MINSTREL</u> - Medium pompon, coral bronze.	8-10	12-12	4.25
<u>RED MINSTREL</u> - An Imp. Br. Minstrel, reddish bronze.....	8-10	12-12	4.25
<u>DK. BR. MINSTREL</u> - Medium pompon, deep reddish bronze.....	8-10	12-12	4.13
<u>FLAME MINSTREL</u> - Medium pompon, reddish bronze sport of Minstrel. Richer in color than the present Red Minstrel....	8-10	12-12	4.38



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>14 WEEK VARIETIES</u>			
<u>CHRIST. GREETINGS</u> - Large decorative red pompon, responds well for extending the season December thru February.....	8-15	12-15	3.88
<u>MERRYMAKER</u> - Medium single, responds well December thru March, crimson with bronze reverse.....	8-15	12-20	4.13
<u>POINSETTIA</u> - Large bright red daisy, sparse production, but beautiful for Christmas	8-15	12-20	4.13
<u>PINK &amp; LAVENDER</u>			
<u>8 WEEK VARIETIES</u>			
<u>JEWELL</u> - Lavender pink button pompons, need very little introduction. An old timer that is very versatile for either cut flowers under glass, or in the Gardens, and early Cloth house. Responds as a spring pot.....	7-20	10-15	4.38
<u>CAROLYN YOSICK</u> - Medium decorative, lavender	7-20	10-15	4.25
<u>CAPT. COOK</u> - Medium pompon, responds well to shading, deep rose.....	7-20	10-23	4.00
<u>9 WEEK VARIETIES</u>			
<u>PK. DOT</u> - Medium pompon, light lavender.....	7-25	10-25	4.13
<u>PINKETTE</u> - Medium pompon, responds well April thru October, lavender pink.....	7-25	10-25	4.25
<u>REWARD</u> - Bright pink daisy, responds very well to year around blooming. A wonderful variety, has a sharp bud set and should be used in most programs from March thru October blooming.....	7-25	10-25	4.13
<u>*BLUECHIP</u> - Medium large decorative, luminous orchid pink, responds easily to off season flowering, excellent from March thru October blooming.....	7-25	11-1	3.50
<u>DARKCHIP</u> - Dark sport of the popular Bluechip, color is extremely bright and holds well under high temperatures.....	7-25	11-1	4.00

POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>9 WEEK VARIETIES</u>			
<u>PINKCHIP</u> - Medium decorative, light pink sport of Bluechip.....	7-25	11-1	4.13
<u>LILLIAN DOTY</u> - Large pompon, good disbud for off season August thru October, light lavender.....	7-25	11-1	4.38
<u>10 WEEK VARIETIES</u>			
<u>DELIGHT (GHSE.)</u> - Pink daisy tolerant to high temperatures, April thru mid November programs.....	7-28	11-5	4.00
<u>DARK PORTRAIT</u> - Dark sport of Portrait, useful where a deeper pink is desireable....	7-28	11-5	4.00
* <u>PORTRAIT</u> - Luminous orchid pink, short growth recommended as a pot plant or cut flower in off season blooming.....	7-28	11-8	3.63
<u>PROFILE</u> - Sport of Portrait, color is between the shades of Portrait and Dk. Portrait. Flowers are more decorative and the growth more vigorous.....	7-28	11-5	4.13
* <u>CRITERION</u> - A very good addition to the year around pink pot plants, large decorative pompon, suitable for disbudding. Low and bushy when grown as a pot plant. Responds uniformly the year around, also excellent as disbud cut flower.....	7-28	11-8	3.63
<u>PENNANT</u> - Deep pink decorative, holds color well in all shading programs and responds well March thru October flowering	7-28	11-10	3.88
* <u>HUMDINGER</u> - Large violet formal pompon, low compact growth, good a pot plant.....	7-28	11-10	3.75
<u>PERSONALITY</u> - Large pompon, luminous pink. An excellent pot plant variety which is tolerant to cool temperatures for bud initiation. A compact grower and good producer, particularly useful March thru June and fall months.....	7-28	11-10	3.63



POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL</u> <u>PINCH DATE</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>10 WEEK VARIETIES</u>			
* <u>QUEEN OF PINKS</u> - Small incurved pink disbud, the number one pink pot plant at most seasons, responds very sharply to off season blooming, a very formal flower of good substance and color during most of the year. Recommended September thru June.....	7-28	11-10	3.88
<u>PANDORA</u> - Large decorative pompon, bright deep pink, good in normal season and August and September cloth house.....	7-28	11-10	4.13
<u>MASTERPIECE</u> - Bright deep lavender, free growing and responds to off season flowering readily. Fades rapidly in warm temperatures, but is still used in a lot of schedules, very productive.	7-28	11-12	4.13
<u>11 WEEK VARIETIES</u>			
<u>TAFFETA</u> - A two tone soft pink decorative, responds readily to off season flowering, lacks some in color, but its ease of response makes this variety desirable in some schedules.....	8-1	11-15	4.00
<u>DK. TAFFETA</u> - Dark pink sport of Taffeta. Better color retention qualities, can be used during periods when Taffeta fades.....	8-1	11-15	4.38
<u>JUBILATION</u> - Large lavender pink pompon, similar to Bluechip. Excellent response, tolerant of 56 degrees for bud initiation and development. Useful October thru mid November and March thru mid May.....	8-1	11-15	4.00
<u>ALMEGA</u> - Large pompon, form and color good, light lavender.....	8-1	11-20	4.00
<u>MINUET</u> - Medium pompon, good form and substance, rose pink.....	8-1	11-23	4.25
<u>12 WEEK VARIETIES</u>			
<u>VALENCIA</u> - Large single disbud or spray, responds well, rose pink.....	8-5	11-28	4.13

## POMPONS - SINGLES AND ANEMONES

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>12 WEEK VARIETIES</u>			
DK. VALENCIA - Large single disbud or spray, responds well, orchid pink.....	8-5	11-28	4.13
<u>13 WEEK VARIETIES</u>			
ENCHANTRESS - Large anemone, can be grown as disbud or spray, should be used more for extending the season. Responds sharply with bud set, sets even with marginal temperatures. A beautiful pink that makes a big showing, recommended December thru March flowering.....	8-10	12-5	4.25
DEBUTANTE - Large pink daisy, responds sharply to off season blooming, very nice color, with good sprays and growth habit, December thru March.....	8-10	12-10	4.13
MINSTREL - Medium pompon, good substance, lavender pink.....	8-15	12-12	4.00
IMP. PK. MINSTREL - A beautiful shade of pink pompon, produced on good sprays with good stems and foliage. Good normal season and delays well if the temperature is kept at a constant 60 degrees.....	8-15	12-12	4.13
<u>14 WEEK VARIETIES</u>			
MEDALLION - Lavender rose pompon, produced on good growth, recommended December thru February for off season flowering.	8-15	12-20	4.25
LYNDA McLANE - Medium pompon, light lavender, good growth habits, excellent late pink pompon.....	8-15	12-25	4.25
ALVODA - Large pink pompon for the late December program.....	8-15	12-25	3.88



S T A N D A R D S

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>8 WEEK VARIETIES</u>			
WH. PINK CHIEF - Pure white selection from Pink Chief.....	7-20	10-15	3.75
SILVER SHEEN - Medium incurved white.....	7-20	10-20	4.00
<u>9 WEEK VARIETIES</u>			
MARBLEHEAD - Small incurved, pure white responds to short disbud programs during hot weather, holds its size well.....	7-25	10-25	4.13
SILVER QUEEN - A new white spider of excellent quality with superb stem and foliage...	7-25	10-25	4.25
*LUNA - Small cream white incurved compact spreading habit, responds well under cool temperatures, good year around pot	7-25	10-25	4.13
NIGHTINGALE - A beautiful white spider variety with a Chartreuse green overcast, used very extensively along the West Coast. Excellent shipper in great demand.....	7-25	10-25	4.13
AMBASSADOR - Large incurved, cream white...	7-25	10-25	4.13
SNOW WHITE - Large incurved, white.....	7-25	11-1	3.88
*QUEEN'S LACE - Very artistic pure white spider, responds to off-season flowering September thru November and March thru May as a pot plant, requires staking and should be pinched 10 days after short days have been started	7-25	11-1	3.88
*WILSON'S WHITE - A large flowered pure white incurved with loose petals, responds readily to off-season flowering. Its habit of growing compact and spreading and its ready response has made this the best white pot variety to date for year around flowering.....	7-25	11-1	3.75
ALBATROSS - Large incurved pure white standard used very extensively along the West Coast, good shipper and excellent stems. A good variety for All Saint's Day.....	7-25	11-1	3.63

S T A N D A R D S

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>9 WEEK VARIETIES</u>			
<u>DONLOPE'S WH. SPIDER</u> - Large straight quilled white spider of exhibition size. Unusually heavy stemmed. Tolerant of high temperatures, recommended April thru October a valuable addition to the 9 week whites.	7-25	11-1	4.38
<u>*MALOU</u> - Medium incurved chalk white standard, short habit of growth which makes it strictly a pot variety. Responds well to pinched or single stem culture. Pinched crops need high light intensity	7-25	11-1	4.50
<u>10 WEEK VARIETIES</u>			
<u>OREGON</u> - Semi-incurved white, vigorous growing compact lending itself for pot plant culture, excellent breaking habits. Still remains the No. 1 white for pot culture.	7-28	11-5	3.38
<u>*OREGON TRAIL</u> - Cream sport of the popular Oregon, has the same habit and response as its parent and possibly more petalage during lower light intensity periods. Excellent for single stem or pinched culture.....	7-28	11-5	4.50
<u>GT. BETSY ROSS</u> - Pure white sport of Betsy Ross, large incurved standard, excellent normal season variety and for the year around standard. Responds readily and withstands the heat, recommended for June thru October flowering.....	7-28	11-5	3.50
<u>IMP. IND. WHITE</u> - Sport of Ind. White selected to eliminate winter quilling. Does not show cool temperature quilling. A valuable addition to the winter standards.....	7-28	11-5	3.38
<u>IND. NO. 3 WHITE</u> - Large incurved white sport of Ind. White, whiter than the improved form and more petalage than its parent Ind. White. Does not quill in the winter. Expresses qualities of a much needed improvement.....	7-28	11-5	4.50



STANDARDS

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>10 WEEK VARIETIES</u>			
*IND. WHITE - Large incurved pure white standard excellent for off-season blooming, responding readily to marginal temperatures. Recommended March thru May and October thru December. Also used extensively for pots.....	7-28	11-5	3.38
MONUMENT - Medium incurved, cream white....	7-28	11-10	4.13
FRED. SHOESMITH - Large incurved pure white... Larger than Indianapolis in the winter, excellent substance, a valuable addition to winter standards.....	7-28	11-5	3.63
CRYSTAL QUEEN (Imp. Jean Eliz.) - An Imp. Jean Elizabeth in clearness of color, excellent for off-season November thru March.....	7-28	11-10	3.75
VENDEL'S WH. SPIDER - Large pure white spider of exhibition size. Pendant quilled petals terminating in graceful whirls. Wiry strong stems, tolerant of high temperatures. Recommended April thru November flowering.....	7-28	11-10	4.38
<u>11 WEEK VARIETIES</u>			
MARKETEER - Medium incurved, white.....	8-1	11-18	4.00
MEFO - Large incurved cream white standard responds to off-season blooming. Recommended November thru March.....	8-1	11-20	3.50
IMP. WH. PETER JOHN - Medium reflexed white, larger flower than Wh. Peter John. Clearer white in color.....	8-1	11-23	4.38
<u>12 WEEK VARIETIES</u>			
CHATTANOOGA - Large incurved white, very good for normal bloom and used for extended blooming December thru March through the South.....	8-1	11-25	3.88
DEC. GLORY - Medium incurved, perfect form, good shipper, white.....	8-5	12-1	4.00

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68

S T A N D A R D S

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
<u>13 WEEK VARIETIES</u>			
DEC. WHITE - Medium incurved, white.....	8-10	12-5	4.25
WH. MISTLETOE - Medium incurved, white.....	8-10	12-5	4.38
SNOWLINE - Large incurved, white.....	8-10	12-10	4.38
SMITH'S WHITE - A medium size white semi- incurved used for late normal bloom- ing programs.....	8-10	12-13	3.75
<u>YELLOW</u>			
<u>8 WEEK VARIETIES</u>			
HARVEST GOLDEN - Medium incurved, deep golden.....	7-20	10-15	4.13
*GOLD LODE - Reflexed golden yellow flower, very good spring pot. Also good large garden disbud and early fall under glass	7-20	10-15	4.25
BUTTERBALL (GHSE) - Small incurved, light golden.....	7-20	10-20	4.25
MRS. KIDDER - Medium incurved, responds well, very good for local use, deep lemon.....	7-20	10-20	4.00
YELLOW CHIEF - Lemon yellow incurved, sport of the popular White Chief. Useful for shaded programs or early standards for natural season.....	7-20	10-20	4.50
*BLAZING GOLD - Medium sized standard used extensively as a pot plant and early mums. Responds readily for off-season pots.....	7-20	10-23	3.88
<u>9 WEEK VARIETIES</u>			
*GEORGIA - Intermediate incurved, a very showy yellow pot mum, naturally com- pact growth, recommended April thru November and year around through the South.....	7-25	10-25	4.25
LUYONA - Large yellow spider mum on good stems with quality blooms.....	7-25	10-25	3.88

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68



## STANDARDS

VARIETY	NORMAL PINCH DATE	MATURES	PRICE 50 ONLY
<u>YELLOW</u>			
<u>9 WEEK VARIETY</u>			
SUNGLOW - Large incurved, good shipper golden yellow.....	7-25	10-25	4.25
GOOD NEWS - Golden yellow incurved standard with waxy petals, the year around stand- ard that all other standards are compared with. Response is sure at all times. Ship- ping qualities are superb, used very heavily along the West Coast.....	7-25	11-1	3.38
YEL. IVANHOE - Golden yellow, sport from Ivanhoe, very good as disbud or China mums, responds uniformly.....	7-25	11-1	4.25
BLAZING WEST - Golden yellow, large incurved possessing exceptional stem quality...	7-25	11-1	4.25
*YEL. LACE - Sport of Queen's Lace, responds to same treatment, light lemon.....	7-25	11-1	4.13
*GOLD LACE - Spider, golden yellow.....	7-25	11-1	3.88
WILSON'S YELLOW - Sport of Wilson's White...	7-25	11-1	4.13
<u>10 WEEK VARIETIES</u>			
*DK. IND. YELLOW - Large incurved, deep lemon.....	7-28	11-5	3.88
*IMP. IND. YELLOW - Large incurved, deep lemon.....	7-28	11-5	3.38
YEL. BETSY ROSS - Lemon yellow incurved, sport of Betsy Ross.....	7-28	11-5	4.13
*IND. YELLOW - Large incurved, bright lemon yellow, very versatile and used in all seasons, both in cut flower schedules and pot plant schedules. Sets bud un- iformly even at marginal temperatures. All the other Ind. Yellow sports respond to the same treatment.....	7-28	11-5	3.63
IND. GOLD - Golden, sport of Ind. Yellow...	7-28	11-5	4.00
YEL. DELAWARE - Sport of Delaware, same response and growth habit as Delaware. A welcome addition to the pot plant group.....	7-28	11-8	3.25

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68

S T A N D A R D S

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>10 WEEK VARIETIES</u>			
<u>YEL. MARVEL</u> - Large lemon yellow incurved, suitable for summer and fall flowering. Tolerant of high temperatures, flowers are resistant to petal burn....	7-28	11-8	4.50
<u>YEL. QUEEN</u> - Light lemon yellow, sport of Orchid Queen, used in all programs where the other Queens are used.....	7-28	11-10	3.88
<u>YEL. PRINCESS ANN</u> - An interesting lemon incurved. Best used as a pot plant from September thru June. Extremely efficient grower, excellent for winter pots with tall treatment.....	7-28	11-10	4.25
<u>YEL. SHOEMSMITH</u> - Large yellow incurved sport of Fred Shoemsmith, most useful March thru June and October thru December. Attractive as a pot plant using tall treatment.....	7-28	11-10	3.75
<u>GOLDEN SHOEMSMITH</u> - Large incurved yellow standard. More intense yellow than Yel. Shoemsmith. Useful during same period as Fred Shoemsmith.....	7-28	11-10	3.75
<u>11 WEEK VARIETIES</u>			
<u>YEL. MEFO</u> - Large incurved yellow standard, responds to off season blooming and is used in most off season schedules from November thru June.....	8-1	11-20	3.63
<u>IMP. YEL. MEFO</u> - Sport of the popular Yel. Mefo. Has better form and quality than its parent plant. Does not have an open center at high temperatures.....	8-1	11-20	3.63
<u>*BONN. DELUXE</u> - Small incurved standard, the top variety in pot plants. Habit of growth and response is superb, the variety that other pot plants are judged by. Included in all schedules, but temperature should be 65 degrees or above during the dark months to produce a uniform bud set.....	8-1	11-20	3.38



STANDARDS

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>11 WEEK VARIETIES</u>			
FRIENDLY RIVAL - Large incurved, responds well, very good for local use, deep chrome....	8-1	11-20	4.13
HARVESTER - Medium incurved good substance, deep lemon.....	8-1	11-23	3.88
MARIE DE PETRIS - Medium incurved, stiff stem, good shipper, deep golden.....	8-1	11-23	4.00
YEL. PETER JOHN - Medium lemon yellow re- flexed standard of good substance and growth. Use extensively along the West Coast as disbuds or China Mums.....	8-1	11-23	4.38
<u>12 WEEK VARIETIES</u>			
DK. YEL. CHATTANOOGA - Large incurved, deep lemon yellow, sport of Chattanooga.....	8-5	11-25	4.13
GOLDEN PEARSON - Golden yellow incurved standard, sport of Gladys Pearson, used very extensively for blooming at Thanksgiving.....	8-5	11-25	4.13
YEL. DEC. GLORY - Medium incurved, sport of December Glory.....	8-5	12-1	4.13
GOLDEN MRS. ROSS - Large incurved, very good for local use, light golden.....	8-5	12-3	4.13
<u>13 WEEK VARIETIES</u>			
GOLDEN MISTLETOE - Medium incurved, light golden.....	8-10	12-5	4.13
TOBIN'S YELLOW - Sport of Smith's White, light yellow semi-incurved. The best late standard flowering normally Dec. 15th, can be held for Christmas.....	8-10	12-13	3.88
METEORE - Medium incurved, deep lemon.....	8-10	12-13	4.13
<u>BRONZE &amp; RED</u>			
<u>8 WEEK VARIETIES</u>			
MAYFORD'S TRIUMPH - Large orange reflexed, exceptional color for the garden and early under glass. Wonderful cut out- side where seasons are late enough.....	7-20	10-15	4.38

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68

STANDARDS

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>8 WEEK VARIETIES</u>			
<u>AMBER BRIGHT</u> - Large golden bronze incurved, beautiful in the outside garden as cut flowers where the weather permits. Should be grown several stems to the plant disbudded, amber bronze.....	7-20	10-15	4.13
<u>ZYLON</u> - Medium crimson incurved. Excellent for garden or early greenhouse use. Responds well to cloth house shading...	7-20	10-20	4.38
<u>9 WEEK VARIETIES</u>			
<u>DETROIT NEWS</u> - Large incurved standard, responds well and is the top bronze for year around schedules. Used very extensively along the West Coast.....	7-25	11-1	3.63
<u>IVANHOE</u> - Large disbud bronze, produced on good straight stems, used as disbud or China mums along the West Coast.....	7-25	11-1	4.25
<u>10 WEEK VARIETIES</u>			
* <u>DK. IND. BRONZE</u> - Large incurved, sport of Ind. Bronze, dark bronze.....	7-28	11-5	3.75
<u>WAIKIKI</u> - Spider, bronze.....	7-28	11-5	4.25
* <u>IND. BRONZE</u> - Large incurved buff bronze standard, a good bronze for November thru March, but fades during the late spring and summer, responds readily....	7-28	11-5	3.75
<u>IND. APRICOT</u> - Apricot, sport of Ind. Bronze	7-28	11-5	4.25
<u>LUZON</u> - Large Apricot bronze spider, outstand- ing stem and flower quality.....	7-28	11-5	4.13
<u>ANACONDA</u> - Large incurved, very good for local use, copper red.....	7-28	11-8	4.13
* <u>DELAWARE</u> - Reddish bronze excellent compact free breaking pot plant variety, re- sponds sharply to year around flowering. Looks very promising as year around variety, particularly during the late summer and fall.....	7-28	11-8	3.38



S T A N D A R D S

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>10 WEEK VARIETIES</u>			
*WOKING SCARLET - Large decorative brilliant scarlet bronze standard. A very vigorous growing variety that needs tall treatment, particularly useful from late fall until early spring.....	7-28	11-10	4.50
COPPER QUEEN - Copper sport of Orchid Queen	7-28	11-10	4.13
MRS. ROY - Large incurved, reddish bronze with golden buff reverse, responds evenly to off season flowering.....	7-28	11-13	3.88
GARNET KING - Medium reflexed standard, the only true red standard, velvety red, excellent as cut, normal season and for pot plant.....	7-28	11-13	4.25
<u>11 WEEK VARIETIES</u>			
BALCOMBE'S PERFECTION - Large orange bronze standard of medium height.....	7-28	11-15	4.00
RED BALCOMBE'S PERFECTION - Bright red incurved of medium height. Shows a copper reverse, use mid October thru November.	7-28	11-15	4.00
VALENTINE - Large crimson decorative brighter than Delaware, especially good as a winter pot for Christmas and Valentine's Day. Does not have the open center of Delaware. Recommended for use October 1st thru April 30th.....	7-28	11-20	3.88
CALVERT'S GOLD - Intermediate semi-incurved standard and short crops mid October thru April. Best mid October thru January.....	7-28	11-20	4.00
BEACON (GHSE.) - Large semi-incurved, reddish bronze with gold reverse. Has excellent substance and color retention qualities. Responds well to shade. An outstanding variety for Thanksgiving.....	7-28	11-20	4.50
BR. PETER JOHN - Medium reflexed rosewood bronze, used extensively along California Coast as disbud or China mums.....	8-1	11-23	4.25

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68

STANDARDS

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>12 WEEK VARIETIES</u>			
GLADYS PEARSON - Large light buff bronze standard still very much in demand for normal season blooming.....	8-5	11-25	4.13
*PAK LEAF - Dark bronze, sport of Gladys Pearson. As is true with all the Pearsons, these are the Thanksgiving Football Mums. A very easily grown sure fire mum.....	8-5	11-25	4.13
<u>13 WEEK VARIETIES</u>			
BR. MISTLETOE - Medium incurved, buff bronze.....	8-10	12-5	4.13
<u>PINK &amp; LAVENDER</u>			
<u>8 WEEK VARIETIES</u>			
PK. CHIEF - Medium size incurved pink stand- ard, good normal season and as early garden disbuds in the Southern Gardens where weather permits.....	7-20	10-15	4.00
*MAJOR BOWES - Deep lavender standard, good for normal season under glass, and as early out-door cut flower in the Southern gardens where weather permits.....	7-20	10-15	4.25
<u>9 WEEK VARIETIES</u>			
BLUE RIBBON - Small lavender, pink incurved color improves Queen of Pinks during high temperature, responds sharply.....	7-25	11-1	3.75
MARY GARDEN - Large light lavender spider, good stem, responds very well to cloth house shading for September on.....	7-25	11-1	4.25
BUNBU - Spider, deep lavender pink.....	7-25	11-1	4.13
*BRIDESMAID - Large lavender pink spider. Short compact growth habit, lends itself to pot plant culture. Stems are wiry and easily support the large bloom. For summer flowering use in air conditioned units.....	7-25	11-1	4.50

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STANDARDS

<u>VARIETY</u>	<u>NORMAL PINCH DATE</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>10 WEEK VARIETIES</u>			
<u>RAYONANTE</u> - Large lavender spider with straight tubular petals, good shipper used extensively along the West Coast, responds to off season flowering September on in cloth house.....	7-28	11-5	4.13
<u>*IND PINK</u> - Large incurved standard, bright lavender, like all of the Indianapolis varieties responds to off season blooming and is very versatile making it the top selling pink standard. Fades badly during the very hot weather.....	7-28	11-5	3.50
<u>LAV QUEEN</u> - Large incurved, color more intense than Dk. Orchid Queen.....	7-28	11-10	4.00
<u>DK. ORCHID QUEEN</u> - Dark sport of Orchid Queen, responds well for off season blooming and is particularly useful during January thru March. Used extensively along the West Coast.....	7-28	11-10	3.88
<u>PRINCESS ANN</u> - Medium salmon pink incurved, with exceptional flower quality. Excellent pot plant variety with tall treatment. Can be flowered throughout the winter.....	8-28	11-10	4.25
<u>PK. FRED SHOESMITH</u> - Large light pink incurved, sport of Fred Shoesmith, habits are same as parent plants. Color will fade during periods of high temperature. Excellent in the fall and around Christmas.....	7-28	11-10	4.50
<u>11 WEEK VARIETIES</u>			
<u>CALVERT'S PINK</u> - Intermediate incurved orchid pink suffused with salmon. Standard or short crop, mid November thru January.....	8-1	11-17	4.25
<u>*HELEN FRICK</u> - Medium incurved, rose pink...	8-1	11-20	4.25
<u>*THANKS. PINK</u> - Medium reflexed dark amaranth	8-1	11-23	4.13

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S T A N D A R D S

<u>VARIETY</u>	<u>NORMAL</u>	<u>PINCH DATE</u>	<u>MATURES</u>	<u>PRICE</u>
				<u>50¢ ONLY</u>

PINK & LAVENDER11 WEEK VARIETIES

DK. PETER JOHN - Medium reflexed, amaranth, used as disbud or China mum along the West Coast.....	8-1	11-23	4.38
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13 WEEK VARIETIES

PK. MISTLETOE - Medium incurved, lavender..	8-10	12-5	4.38
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## GARDEN VARIETIES

\*RECOMMENDED FOR SPRING POT PLANT PINCHED  
AND SHORT DAY TREATMENT SAME DAY

(D) VARIETIES RECOMMENDED AS BETTER WHEN DISBUDDED

VARIETY	HEIGHT	MATURES	PRICE 50 ONLY
<u>WHITE</u>			
OSAGE - Cushion, decorative, border, white...	Short	Sept. 5	4.13
CANDLELIGHT - Decorative, secondary border, ivory white.....	Med.	Sept. 5	4.00
D. D. AHRENS - Decorative, background, white.	Tall	Sept. 10	4.00
PAPER WHITE - Decorative, secondary border, white....	Med.	Sept. 10	3.75
*CRYSTAL MAID - Cream decorative pompon produced on low growing plant that is well suited for borders. Responds well to Spring pot culture. Also very good for 3" pot bloom- ing.....	Short	Sept. 12	4.00
NANOOK - Small decorative cushion. A dwarf mound smothered by cream colored flowers. A delightful border plant.....	Short	Sept. 14	4.50
*CHRIS. COLUMBUS - Large decorative pompon, cream white. Responds to off-season bloom- ing and is the top white Garden variety for Spring pot blooming. Also tops for 3" pot blooming....	Tall	Sept. 15	3.88
WH. CUSHION - Cushion, border, white, showing traces of pink in bud. Blooms later the first year.....	Short	Sept. 15	3.63
*GLORIA - A very free flowering medium sized decorative pompon. Flowers are larger and more double than Chris. Columbus. Good growth habits and foliage. Makes a beautiful Spring pot plant.....	Med.	Sept. 15	4.00
POWDERPUFF - Cushion, border, white.....	Short	Sept. 15	3.75
POLAR ICE - Decorative and secondary border, white.....	Med.	Sept. 15	3.88
*WH. BOUNTY - Cream white button pompon. Res- ponds to off-season blooming. Spring garden pot plant.....	Tall	Sept. 15	3.75

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GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
D WH. TOWER - Large pompon, secondary border and cut, cream white.....	Tall	Sept. 15	3.88
*PRINCESS KAY - Heavy textured, pure alabaster white. Strong stems loaded with flowers, makes an attractive spring pot plant.....	Med.	Sept. 20	4.38
ALBAFLORA - Large silvery white decorative with slightly cream center. Prolific flowering habit.....	Med.	Sept. 20	4.50
BENORA - Dwarf cushion type growth with ex- cellent stems and foliage. Large 3" white flowers on well shaped plants.....	Short	Sept. 20	4.38
*GRANNY LEHMAN - Pure white decorative with striking form, and excellent spring pot plant. Tall treatment recommended.....	Med.	Sept. 20	4.38
WHITE SAIL - Large white decorative with cream center, a clean vigorous grower....	Med.	Sept. 23	4.25
WH. WONDER - Large pompon, secondary border and cut. Ivory White.....	Med.	Sept. 25	3.88
JESSAMINE WILLIAMS - White, quilled type spoon, early free flowering variety.....	Med.	Sept. 25	4.25
*SHALIMAR (H) - Large white decorative flowers produced on medium height growth. Good Mother's Day and later pot. Better when disbudded.....	Med.	Sept. 25	3.88
QUICKSILVER (H) - Large creamy white decorative. Compact growth and prolific blooming habit. Excellent bedding plant.....	Med.	Sept. 25	4.50
WH. RICE - Large pompon border and pots, white.....	Short	Sept. 25	3.88
*OSTOSA - Large white low growing, responds to off-season blooming. A good addition to the Spring Garden pots.....	Short	Sept. 25	4.25
WH. CLOUD - Decorative, secondary border, white.....	Tall	Sept. 25	4.00

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GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ONLY</u>
<u>WHITE</u>			
<u>RAGGEDY ANN</u> - Beautiful large white cushion type novelty. Carnation type petals. Vigorous growing variety with loads of flowers. For those who want something different.....	Med.	Sept. 26	4.50
* <u>JUDY</u> - White button pompon, very compact cushion growth. Excellent response for spring pots.....	Short	Sept. 27	4.38
<u>MOUNT HOOD</u> - Pure white large incurved decorative. Prolific flowering habit. Sturdy stems that supports mounds of flowers. A real beauty.....	Med.	Sept. 28	4.50
<u>CANDLEGLOW</u> - Tall clear crisp creamy white decorative. Excellent as a garden cut..	Tall	Sept. 28	4.50
<u>NORTH STAR</u> - Single, background and cut flower, white,.....	Med.	Sept. 28	3.88
* <u>PEPITA</u> - Small button pompon. good spring pot plant variety.....	Med.	Sept. 28	3.88
* <u>LARRY</u> - Medium white pompon, short and compact. Excellent spring pot plant variety	Short	Oct. 1	4.25
* <u>CORSAGE CUSHION</u> - Compact and clean growing carnation type cushion. Buds show tinges of pink but open a beautiful white. Compact and prolific flowering habit. Outstanding as a spring pot plant. You'll welcome this variety.....	Short	Oct. 1	4.50
<u>SPRINDRIFT</u> - Decorative, secondary border, white.....	Med.	Oct. 1	4.00
<u>HENRY ETTS</u> - Tall and vigorous growing pure white spoon. Stiff stems and strong pedicles. A decided improvement over the present white spoon. A really worthwhile addition.....	Tall	Oct. 1	4.50
* <u>GARDENIA</u> - Large white decorative with flowers 3½" in diameter. Attractive as an outdoor plantings and useful as a spring pot plant.....	Med.	Oct. 1	4.13

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ON</u>
<u>BETH RUSSEL</u> - Large cream decorative. Strong sturdy stems support a wealth of bloom. Compact growing habit. A beautiful specimen plant.....	Med.	Oct. 1	4.50
<u>GRACE BRADSHAW</u> - Very large decorative, satiny white petals. Husky vigorous grower....	Tall	Oct. 1	4.50
* <u>KANSAS</u> - Medium white decorative. Compact growth habit. An exciting new white that is outstanding in borders or as a specimen plant. A valuable supplement to the 3" or 6" spring or fall garden pots.....	Med.	Oct. 5	4.50
* <u>MITTIE</u> - Small white pompon. Bushy compact growth habit with a multitude of blooms. A really remarkable specimen and border plant. Outstanding quality for spring pot plants.....	Med.	Oct. 5	4.50
<u>LIMELIGHT</u> - Decorative, background and cut, white.....	Med.	Oct. 5	4.00
* <u>MEDUSA</u> - Medium white decorative. Free flowering and vigorous growth habit. A wealth of blooms on solid compact stems. Improves Gardenia. As a spring pot plant it has distinctive style and shape.....	Med.	Oct. 5	4.50
<u>HADLEY</u> - Large cream white semi-incurved decorative. Vigorous grower with husky stems, responds well to disbudding, outstanding quality.....	Tall	Oct. 5	4.50
* <u>LYRIC</u> - Small single with good substance in petals. Very attractive as Spring pot plant. Very good also as 3" pot plant..	Short	Oct. 5	4.00
<u>AVALANCHE</u> - Large decorative secondary border, cream white.....	Tall	Oct. 5	4.38
<u>HORIZON</u> - Medium decorative pompons produced on good sprays with excellent stems and foliage. Exceptionally good as early cut flower under glass or in the garden. Responds very well for off-season flowering in the Spring, either as cut or pot plant.	Med.	Oct. 5	4.25



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
*CLASSIC - Pure white pompon, used as a cut flower under glass or in the garden, not as good for this purpose as Horizon, but acceptable.....	Tall	Oct. 10	4.38
*MINNESOTA - Large white, incurved pompon, beautiful for disbud and pot plant culture	Med.	Oct. 10	4.25
*MAESTRO - Medium pompons, cream in color, produces on very low growing plants. Responds to off-season blooming. Recommended as Spring Garden pots.....	Short	Oct. 10	4.38
*ALBION - Large decorative, white, compact growth habit. Very attractive as a Spring Pot plant.....	Med.	Oct. 10	4.13
WH. MASQUERADE - Silvery white button. A good companion for the popular Masquerade....	Med.	Oct. 10	4.38
WH. SPOON - Spoon, secondary border, white..	Med..	Oct. 10	3.88
*SILVERPLATE - Medium decorative, pure white responds well for Spring Pot sales.....	Med.	Oct. 12	4.38
*ELMIRA - Large cream white decorative, low and compact. Responds well to disbudding, a valuable addition to the spring and fall garden pots.....	Med.	Oct. 12	4.50
*MICHIGAN STATE - Large white, decorative. Responds well to disbudding. Makes a beautiful shaped pot plant for Spring and fall flowering.....	Med.	Oct. 14	4.25
SPARTAN - Large semi-incurved white decorative, vigorous clean growing habit. Responds well in the cloth house. Improved considerably by disbudding.....	Tall	Oct. 15	4.50
PILGRIM - Clear white, a very good garden variety for spring pots. Excellent for secondary borders.....	Med.	Oct. 15	4.25
SILVER BALL - Large pompon, background or cut, white.....	Tall	Oct. 15	3.63

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>WHITE</u>			
IRENE - Small secondary border, or cut, white.....	Med.	Oct. 15	4.38
BLIZZARD - A pure white pompon with good spray formation, responds well in the early Cloth House and Greenhouses July thru Sept....	Med.	Oct. 15	4.25
<u>YELLOW</u>			
REVERENCE - Large decorative border, chamois yellow.....	Short	Sept. 1	4.00
*EARLY GOLD - Medium pompon, low growing, responds very sharply to off-season blooming. Sometimes considered too short.....	Short	Sept. 5	4.25
GOLDEN HOURS - Pompon, secondary border, chrome yellow.....	Med.	Sept. 8	4.00
JOHN MILBRATH - New 3 inch glistening bright yellow. Slightly incurved.....	Med.	Sept. 10	4.50
GOLD BUTTON - Medium button pompon, Golden yellow with orange centers, very attrac- tive.....	Med.	Sept. 10	4.00
DELIGHT (H) - Medium pompon, secondary border, golden.....	Med.	Sept. 12	4.00
GENISTA - Decorative, secondary border, canary yellow.....	Med.	Sept. 12	4.00
PATHFINDER - Decorative, serrated petals secondary border, deep lemon.....	Med.	Sept. 15	4.00
*POMPONETTE - Orange pompon of medium size, low growing. Responds to off-season blooming. Good spring garden pompon....	Short	Sept. 15	3.75
YEL. CUSHION - Cushion, decorative, border, light yellow.....	Short	Sept. 15	3.63
*YEL. CHRIS. COLUMBUS - Medium large decorative, bright lemon, responds sharply to off- season blooming. By far the best of all the yellows for Spring Garden pots, either as 6" or 3".....	Med.	Sept. 15	3.88



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
* <u>EARLY YELLOW</u> - Small button, secondary border, deep lemon.....	Short	Sept. 15	3.75
<u>GOLDEN CARPET</u> - Cushion, border, golden.....	Short	Sept. 15	4.00
<u>GLENDALE</u> - Short, medium yellow pompon, com- pact and prolific in blooming habit. A good bright yellow and one of the earliest of the groups.....	Med.	Sept. 15	4.50
<u>ING</u> - Medium large pompon, golden orange yellow, responds well for Spring pot plants.....	Med.	Sept. 18	4.00
<u>OLDEN FANTASY</u> - Bright golden carnation type decorative, vigorous growing habit with an abundance of blooms.....	Med.	Sept. 20	4.50
* <u>SEPT. SUNSHINE</u> - Medium single, very prolific with blooms. Responds well for Spring pot plants, very showy, bright lemon.....	Med.	Sept. 20	3.75
* <u>AGLOW</u> - Orange yellow pompon. Responds well as Spring garden pot plant.....	Med.	Sept. 20	4.38
<u>SUNDANCE</u> - Large lemon, yellow decorative. Has a striking massive effect, long stems suitable for cutting.....	Med.	Sept. 20	4.50
<u>REAL GOLD</u> - Large decorative, secondary border, deep golden.....	Med.	Sept. 20	4.00
<u>CANARY WONDER</u> - Large pompon, secondary border and cut, canary yellow.....	Med.	Sept. 25	3.88
<u>GOLDEN WONDER</u> - Large pompon, secondary border and cut, golden.....	Med.	Sept. 25	3.88
<u>CHARLES NYE</u> - Large pompon, secondary border, deep lemon.....	Tall	Sept. 25	4.38
<u>GOLDEN SUNSET</u> - Large decorative, background, copper gold.....	Med.	Sept. 25	3.88
<u>HILITE</u> - Large beautiful dahlia flared yellow decorative. Long stems just right for table decorations.....	Tall	Sept. 25	4.50

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
* <u>HONEYCOMB</u> - Honey yellow pompon, good form, responds well for Spring Garden pot plants.....	Med.	Sept. 25	4.00
<u>EXETER</u> - Medium golden formal decorative. Compact growth habit with well placed flowers. Contrasting deep green foliage with a brilliant display of flowers when fully open.....	Med.	Sept. 25	4.50
* <u>MOONLIGHT</u> - Large decorative, bright yellow pompon. Responds well for Spring garden pots.....	Med.	Sept. 25	4.38
<u>LEE POWELL</u> - Large decorative, background and cut, Chinese yellow.....	Tall	Sept. 25	4.38
<u>GOLDEN AGE</u> - Large reflexed golden yellow. Very striking when disbudded. Particularly suited for cut flowers.....	Tall	Sept. 25	4.50
<u>TANGERINE</u> - Large decorative, secondary border, deep orange.....	Med.	Sept. 25	3.88
<u>BUTTERSCOTCH (H)</u> - Huge golden yellow de- corative. Tall sturdy stems, excellent for cutting.....	Tall	Sept. 26	4.38
<u>ASTORIA</u> - A very free flowering plant producing numerous sprays of deep lemon pompons on stiff stems.....	Med.	Sept. 28	4.25
* <u>MARIE HARTMAN</u> - Large canary yellow decorative. Large new flowers continually covering the old. Excellent spring pot plant variety.....	Med.	Sept. 28	4.38
<u>YEL. SUPREME (H)</u> - Cushion, border, bright lemon.....	Short	Sept. 28	3.63
<u>RUBY BREITHAUPT</u> - Large decorative shaggy flowers of bright primrose yellow.....	Med.	Oct. 1	4.25
<u>FREYA</u> - Very large deep golden yellow 4" blooms produced on medium upright growth with excellent stems and foliage. Good flower placement.....	Med.	Oct. 1	4.00



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
* <u>KINGS RANSOM</u> - Golden yellow decorative, excellent grower with an abundance of flowers. Very good Spring pot plant....	Med.	Oct. 1	4.13
<u>TRANQUILITY</u> - Decorative, secondary border, light lemon yellow.....	Med.	Oct. 1	4.00
* <u>CHIQUITA</u> - Small button, deep lemon, responds well for Spring garden pot plant.....	Med.	Oct. 1	4.38
<u>ETHEL WATERS</u> - Large incurved, disbud, light lemon, sport of Ivory Glow.....	Med.	Oct. 5	4.13
<u>NEWTON</u> - Large 4" golden yellow cactus flowering and dwarf bushy growth. Good stem and foliage. Blooms from late Sept. Fully matures Oct. 5th.....	Med.	Oct. 5	4.13
* <u>SUDAN</u> - Large decorative yellow, luxurious rich foliage highlighted by intense decora- tive blooms. Is improved handsomely by dis- budding. Excellent spring pot plant variety.....	Med.	Oct. 5	4.50
* <u>ILLINOIS</u> - Medium incurved, bright golden. Lovely as a disbud. Attractive as a Spring or Fall pot plant.....	Med.	Oct. 5	4.25
<u>YEL. AVALANCHE</u> - Large decorative, background, light lemon.....	Tall	Oct. 5	4.38
<u>ORION</u> - Large soft yellow decorative, short growing and very compact. Exquisite as a border plant.....	Short	Oct. 5	4.50
<u>ROULETTE</u> - Large decorative, bright yellow dwarf growth. Response good for Spring pots, and an excellent addition.....	Short	Oct. 5	4.25
* <u>SPODE</u> - Large incurved, short growing bright lemon garden variety suitable for growing as disbud. Responds well for Spring pot plants.....	Short	Oct. 8	4.00
* <u>YEL. SPOON</u> - Very artistic spoon type flowers, responds well at Mother's Day and later as spring pot plants. Very novel, light yellow in color.....	Med.	Oct. 10	4.25

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GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>YELLOW</u>			
<u>TREASURE</u> - Golden yellow pompons produced on good stems and sprays for cut. Excellent for normal blooming under glass or outside blooming throughout the South.....	Tall	Oct. 10	4.38
<u>GOLDEN SPOON</u> - Spoon, secondary border, golden yellow.....	Med.	Oct. 10	3.88
<u>BRIGHT FORECAST</u> - Pompon, background and cut flower, bright lemon.....	Tall	Oct. 10	4.25
<u>YEL. CALUMET (H)</u> - Lemon yellow pompon. Sport of Calumet will be a valuable addition to the early yellow cut flowers. Responds well as a Spring or Fall pot plant.....	Med.	Oct. 10	4.38
<u>ARLORA</u> - Beautiful large perfect shaped blooms well spaced on very rigid stems from well branched plants with bright green foliage. Flowers are bright lemon and fully double, excellent specimen plant. Useful as a spring and fall pot plant.....	Med.	Oct. 10	4.00
<u>MICHIGAN</u> - Large clear yellow blooms fully 4" and larger across, produced on beautiful vigorous plants with rigid stems. Should be disbudded and supported due to size of bloom. Good outside cut flower when protected from frost.....	Med.	Oct. 12	4.25
<u>*SUNBURST</u> - Large cactus type 4" and larger when disbudded. Beautiful golden yellow blooms produced on vigorous plants with excellent foliage and stems. Should be supported since heavy rains and wind will blow the large blooms over.....	Med.	Oct. 12	4.38
<u>*GOLD LODGE</u> - Medium reflexed, bright yellow early enough for garden use around Toledo and farther South. Responds excellently for Spring Garden pot plants, either disbud or spray.....	Med.	Oct. 15	4.25
<u>JUDITH ANDERSON</u> - Button, border, bright lemon.....	Med.	Oct. 15	3.75
<u>YEL. IRENE</u> - Small button, background plantings and cut flowers, light lemon.....	Med.	Oct. 15	4.38

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## GARDEN VARIETIES

VARIETY	HEIGHT	MATURES	PRICE 50 ONLY
<u>YELLOW</u>			
*OHIO STATE (H) - Large cactus golden yellow. Responds well for Spring or Fall pots. One of the loveliest of the garden dis- buds.....	Med.	Oct. 15	4.38
SARASOTA - Medium pompon, bright lemon, ex- cellent cut flower variety for under glass or the early Cloth House.....	Med.	Oct. 15	4.00
*IOWA - Medium incurved bright lemon, makes a sturdy compact pot plant, particularly suitable in the Spring. Useful as a garden disbud.....	Med.	Oct. 15	4.25
<u>BRONZE &amp; RED</u>			
VULCAN (H) - Medium decorative, dark red full double flowers on short branchy plants...	Short	Aug. 24	4.38
TECUMSEH - Brick red to buff bronze cushion, Compact habit.....	Short	Sept. 2	4.50
GLOW WORM - Semi-double cushion, border, orange scarlet.....	Short	Sept. 8	4.00
EARLY HARVEST - Cushion, border, mahogany orange.....	Short	Sept. 8	4.25
HARBINGER - Large decorative, border, golden bronze.....	Short	Sept. 8	4.13
*W. P. SNYDER - Medium pompon, apricot orange. Responds well for Spring pots. Beautiful orange yellow well shaped plant. Must have full 60 degrees temperature if bloom- ed before Mother's Day.....	Med.	Sept. 10	4.25
AUTUMN SONG - Decorative, secondary border, wine rose.....	Med.	Sept. 10	4.00
GEO. LUXTON - Large decorative, secondary border, light bronze.....	Med.	Sept. 12	4.00
TRIBUTE - Large decorative, bright daphne red, maturing to daphne pink.....	Med.	Sept. 14	4.25
BR. POMPONETTE - Pompon, border, golden bronze.....	Short	Sept. 15	4.13

GARDEN VARIETIES

VARIETY	HEIGHT	MATURES	PRICE 50 ONLY
<u>BRONZE &amp; RED</u>			
<u>EARLY CRIMSON</u> - Decorative, secondary border, bright crimson.....	Med.	Sept. 15	3.75
<u>APACHE</u> - Large decorative, secondary border, red and gold.....	Med.	Sept. 15	4.00
<u>EARLY BRONZE</u> - Button, border, orange bronze.	Short	Sept. 15	3.75
<u>RED GOLD</u> - Button, border, red and gold.....	Med.	Sept. 15	3.88
<u>DK. RED GOLD</u> - Button, dark red sport of Red Gold.....	Med.	Sept. 15	3.88
<u>NEW MARJ. MILLS</u> - Large pompon, border, ruby red.....	Short	Sept. 15	4.38
<u>FLAMBOYANT</u> - Decorative and secondary border and cut, flaming orange bronze.....	Med.	Sept. 15	4.00
<u>EARLY KATHLEEN</u> - Decorative, secondary border coppery bronze.....	Med.	Sept. 15	4.00
<u>COMPANION</u> - Reliable early bloomer with good stems for home cutting. Fully double golden bronze.....	Med.	Sept. 15	4.13
<u>AUTUMN BEAUTY</u> - Decorative, secondary border, chestnut red.....	Med.	Sept. 15	4.00
<u>DANDY (H)</u> - Early blooming incurved reddish bronze decorative. An upright cushion plant. Blooms for two months.....	Med.	Sept. 16	3.75
<u>SEPT. BRONZE</u> - Button, secondary border, golden bronze.....	Med.	Sept. 20	3.75
<u>*TORONTO</u> - Cushion border, bronze. Responds well as a spring pot plant.....	Short	Sept. 20	4.38
<u>*BRONZE QUEEN (H)</u> - Copper bronze cushion pompon type growth, very compact and showy as a border planting. Very attractive as a spring pot plant.....	Short	Sept. 20	3.88
<u>ABUNDANCE</u> - Medium golden bronze decorative. Early and compact displaying an abundance of blooms. Will attract much attention...	Med.	Sept. 20	4.50



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>RED GLOW</u> - Small pompon, secondary border, dark red.....	Med.	Sept. 20	3.88
* <u>ORSONA</u> - Reddish bronze pompon, responds well for spring garden pots.....	Med.	Sept. 20	4.00
<u>SCARLET CRIMSON</u> - Decorative, secondary bor- der, bright red.....	Med.	Sept. 20	3.88
<u>MME CADILLAC</u> - Large pompon, border, raspberry wine.....	Short	Sept. 20	4.00
<u>BRONZE GIANT</u> - Large bronze decorative, especially suitable for cutting. Improved by dis- budding.....	Tall	Sept. 22	4.38
<u>ROUGE CUSHION</u> - Cushion, border, bright red..	Short	Sept. 25	4.13
<u>BR. WONDER</u> - Pompon, secondary border and cut, rosewood bronze.....	Med.	Sept. 25	4.00
<u>PLAINSMAN</u> - Decorative, secondary border, orange bronze.....	Med.	Sept. 25	4.13
<u>CROWN JEWELL</u> - Decorative, secondary border, bright red.....	Short	Sept. 25	4.00
<u>CHAMP. CUSHION</u> - Cushion border, deep bronze.	Short	Sept. 25	3.63
<u>COMD. CUSHION</u> - Cushion, border, red.....	Short	Sept. 25	3.63
<u>MAHOGANY CUSHION</u> - Cushion, border, jasper red.....	Short	Sept. 25	3.63
<u>ELITE CUSHION</u> - Cushion, border, salmon bronze.....	Short	Sept. 25	3.63
<u>FOOTBALL BRONZE</u> - Bronze buff.....	Tall	Sept. 25	4.00
* <u>LAWRENCE BLANEY</u> - Beautiful glittering orange red decorative. Compact and smartly styl- ed. Mounds of blooms, excels as a spring pot plant for 3" or larger. A real value.	Med.	Sept. 25	4.50
<u>MOJAVE GOLD</u> - Large decorative, disk like flowers, golden bronze.....	Med.	Sept. 26	4.25

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>DARK KNIGHT</u> - Deep red decorative, ruby crimson to maroon. Finishes off in large showy clumps, holds its color well.....	Med.	Sept. 28	4.38
<u>MIKADO</u> - Large cactus type decorative. Beautiful red 4" flowers that respond to disbudding. Heavy 2½ ft. producer in late Sept.	Tall	Sept. 28	4.50
<u>*REMEMBRANCE</u> - Decorative, dark carmine red, holds color well and response good for Spring pots when temperature is held at full 60 degrees during bud set. Better to use for Mother's Day or later.....	Med.	Sept. 28	4.25
<u>LIPSTICK</u> - Cushion, border, ruby orange.....	Short	Sept. 28	4.13
<u>KATHLEEN LEHMAN</u> - Large decorative, secondary border, orange bronze.....	Med.	Sept. 28	4.00
<u>RUTH SCOTT</u> - Large semi-incurved golden bronze decorative. One of the best and most colorful big mums.....	Tall	Sept. 28	4.38
<u>*MOROCCO</u> - Dwarf cushion type growth producing 3½" blooms in large quantities on well shaped plants. Attractive as a Spring and Fall plant.....	Short	Oct. 1	4.25
<u>*CAPRICE</u> - Large full decorative 4" blooms having a good deep apricot bronze color. Strong bushy semi-dwarf growth and excellent foliage. Useful as a Spring and Fall pot plant.....	Med.	Oct. 1	4.00
<u>ADMIRATION</u> - Decorative, secondary border, salmon fawn.....	Med.	Sept. 28	3.75
<u>*IRON MOUNTAIN</u> - Deep red pompon, changing to rust. A very beautiful red when first open, fades rapidly. Responds very sharply for spring pots. Well suited for either 6" or 3" pots, and responds for Valentine's Day.....	Med.	Oct. 1	3.88
<u>JUBILEE (H)</u> - Pompon, secondary border, crimson red.....	Med.	Oct. 1	4.00



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>FIESTA</u> - Pompon, secondary border, orange rust, good for cut.....	Tall	Oct. 1	3.88
<u>RED CLOUD</u> - Cushion, border, scarlet red.....	Med.	Oct. 1	4.00
<u>RED RIDING HOOD</u> - Decorative, secondary border, bright red.....	Med.	Oct. 1	4.00
<u>SAM WILLISTON</u> - Cushion, border, deep red....	Short	Oct. 1	3.88
<u>LESHARA</u> - Decorative, novelty, secondary border, mulberry red.....	Med.	Oct. 1	3.75
<u>BONFIRE</u> - Decorative, secondary border, bright red.....	Med.	Oct. 1	4.13
* <u>RED MISCHIEF</u> - Sparkling deep red cushion, single sport of Mischief. Has all of the fine characteristics of Mischief... A very worthwhile addition to the spring pot reds.....	Short	Oct. 1	4.25
<u>ROYALIST</u> - Medium velvety ox-blood red pompon. Exceptionally nice sprays, suitable for cutting.....	Med.	Oct. 1	4.38
<u>FIRE ENGINE</u> - Single secondary border, flaming red.....	Med.	Oct. 1	3.75
<u>VINTAGE</u> - Medium pompon of rich satiny claret. to spinet red. Tolerant of cool weather.	Med.	Oct. 1	4.38
<u>NOBILITY</u> - Velvety textured deep red black de- corative with rich green foliage.. Long... stems for cutting.....	Med.	Oct. 4	4.50
<u>CARD. SPOON</u> - Spoon type, secondary border, red bronze.....	Med.	Oct. 5	4.13
<u>FIRECRACKER</u> - Decorative, background and cut, mahogany bronze.....	Tall	Oct. 5	4.00
<u>CYDONIA</u> - Decorative, background and cut, mahogany bronze.....	Tall	Oct. 5	3.75
* <u>SEPT. CHEER</u> - Cherry red single, low grow- ing, responds well for spring pot plants.	Med.	Oct. 5	3.88

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>BURGUNDY</u> - Large pompon, background and cut, wine red.....	Tall	Oct. 5	3.75
<u>JOHN FURST</u> - Full medium brilliant orange bronze decorative. Clean cut looking stems and sprays. Excellent for cut flowers.....	Tall	Oct. 5	4.38
* <u>RED VELVET</u> - Large decorative, dark crimson, responds readily for spring pots. Not quite as showy as Remembrance or Iron Mountain.	Med.	Oct. 5	4.38
* <u>MONA</u> - Rust bronze formal pompon, responds for spring garden pots.....	Med.	Oct. 5	4.38
<u>INDIAN RED</u> - Indian rust color, unique type flower.....	Med.	Oct. 5	4.00
<u>COURAGEOUS</u> - Decorative, secondary border, dark ruby red.....	Med.	Oct. 5	3.75
* <u>MRS. DUPONT</u> - Coral buff, large decorative pompon, responds to off-season bloom- ing, good for spring pots.....	Tall	Oct. 5	4.38
<u>MONTEREY</u> - Large brilliant orange bronze semi- incurved. A real beauty when disbudded. Perfect for cut flowers.....	Tall	Oct. 8	4.50
<u>ARABY</u> - Deep crimson red disbud. Responds well in the Cloth House. Excellent for garden cut also.....	Tall	Oct. 8	4.50
<u>AVIATOR</u> - Pompon, secondary border, copper bronze.....	Med.	Oct. 8	4.00
<u>GLADIATOR</u> - Large 4" full decorative orange red blooms produced on plants of medium height with upright stems and good foliage. Very free flowering considering size of blooms. Try disbudding this one.....	Med.	Oct. 10	4.00
* <u>D CALUMET (H)</u> - Brilliant apricot large de- corative pompons produced on excellent sprays, having good stems and foliage. Responds very well as spring pots making a better plant than Mrs. DuPont. Responds well in the early Cloth House and is used normal in the greenhouse as a cut flower. Also where the weather permits, it is a wonderful cut flower garden variety.....	Med.	Oct. 10	4.25

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GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ONLY</u>
<u>BRONZE &amp; RED</u>			
<u>NINA REBMAN</u> - Bright non fading rich dark red. Flowers have excellent substance and are frost resistant. Heavy producers of ex- quisite sprays for table bouquets.	Med.	Oct. 10	4.50
<u>DK. CALUMET (H)</u> - Bronze sport of the widely used Calumet useful for spring pots or cut.....	Med.	Oct. 10	4.38
<u>*DOLLI-ETTE</u> - Medium spoon, golden bronze, useful as a spring or fall pot plant, prolific in blooming bed making an ex- cellent border planting.....	Med.	Oct. 10	4.13
<u>HUNTSMAN</u> - Large decorative, background or cut, scarlet orange.....	Tall	Oct. 10	4.38
<u>CARNIVAL</u> - Pompon, background or cut, burnt orange.....	Med.	Oct. 10	4.38
<u>CARMINE QUEEN</u> - Deep carmine red formal pompon produced on excellent sprays, good early red cut flower under glass or in the gar- den.....	Tall	Oct. 10	4.38
<u>*INDIANA</u> - Large cactus pompon. Novelty spring and fall pot. A novel addition to the garden disbuds.....	Med.	Oct. 10	4.25
<u>ADMIRAL</u> - Pompon, background and cut, dark red.....	Med.	Oct. 12	4.00
<u>*PURDUE (H)</u> - Medium incurved lively bronze, gold reverse. Lends itself well to spring and fall pot plant culture. Makes a beautiful garden disbud.....	Med.	Oct. 12	4.25
<u>CRUSADER</u> - Large double crimson red blooms 4" or more, larger when disbudded, produced on strong robust stems with very strong flower petioles. This is an outstanding specimen variety when disbudded for the late mum garden or as a China mum.....	Med.	Oct. 12	4.00
<u>*RADIANCE</u> - Red decorative, responds uniformly and breaks freely making an excellent spring pot plant.....	Med.	Oct. 15	4.25

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GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>BRONZE &amp; RED</u>			
* <u>JAMES STEWART</u> - Small pompon, apricot gold in color, produced on excellent sprays and good stems. Good for early Cloth House cut and normal blooming under glass, also in the garden.....	Tall	Oct. 14	4.38
* <u>MAJESTIC</u> - Medium incurved bright rosewood bronze pompon useful in spring or fall pot plant programs. Improved considerably by disbudding.....	Med.	Oct. 15	4.13
<u>RESOLUTE</u> - Large bright red, compactly incurved, suitable for disbudding, semi-dwarf, desirable as a spring pot.....	Med.	Oct. 15	4.13
<u>WISCONSIN</u> - Medium incurved, deep apricot bronze, responds well to disbudding.....	Med.	Oct. 15	4.25
<u>RAJAH</u> - Large scarlet red daisy with good sprays and stems. Excellent as cut flower in the garden or under glass normal.....	Tall	Oct. 15	4.38
<u>HELMA</u> - Large rich red, semi-incurved, good stem and excellent foliage, a very colorful and durable flower.....	Med.	Oct. 15	4.13
<u>PINK &amp; LAVENDER</u>			
<u>WENONAH</u> - Soft lavender early pompon. One of the very earliest.....	Med.	Aug. 24	4.38
<u>GLADNESS</u> - Decorative pompon, border, China rose.....	Short	Aug. 28	4.00
<u>CECIL BEED</u> - Decorative, secondary border, deep lavender.....	Med.	Sept. 1	3.75
<u>SALMON PRECOSE</u> - Large decorative, border, salmon pink.....	Short	Sept. 1	4.13
<u>AMELIA</u> - Cushion, border, lavender pink.....	Short	Sept. 5	3.63
<u>DEAN KAY</u> - Cushion, border, shell pink.....	Short	Sept. 5	3.63
<u>PURPLE STAR</u> - Decorative pompon, secondary border, brilliant purple.....	Med.	Sept. 5	4.13
* <u>JOAN HELEN</u> - Dark purple shading to crimson, responds for spring pot plants very readily, makes a beautiful plant. Color is good....	Med.	Sept. 10	3.75

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GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>NYE'S FAVORITE</u> - Large shaggy decorative, lavender, responds for spring pot plants.....	Med.	Sept. 10	3.88
* <u>ORCHID HELEN</u> - Medium decorative, orchid lavender, responds for spring garden pot plants.....	Med.	Sept. 10	4.00
<u>PRINCESS (H)</u> - Peach to rose pink decorative with gold pink petals borne on 15" to 18" plants which begin to flower in early Sept. Full flower by Sept. 15th which lasts until frost. A delightful mound of continual fresh looking blossoms.....	Med.	Sept. 15	4.50
<u>LORENZO</u> - Quilled, secondary border, dark purple.....	Med.	Sept. 15	4.00
<u>ROYAL ROBE</u> - Decorative, secondary border, dark purple.....	Med.	Sept. 15	4.00
<u>TENSLEEP</u> - Beautiful early rose pink cushion. Extremely hardy. Prolific blooming habit. Makes an outstanding early border plant....	Med.	Sept. 15	4.50
<u>CHIPPEWA</u> - Decorative, secondary border, and cut, bright purple.....	Med.	Sept. 15	3.88
* <u>PURPLE SPOON</u> - Soft purple. Makes an attrac- tive compact spring pot plant.....	Med.	Sept. 20	4.00
<u>TAPESTRY</u> - Decorative, secondary border, salmon pink.....	Med.	Sept. 20	3.88
* <u>MINNPINK</u> - A lovely rose pink cushion, very compact with a profusion of bloom. Responds well for 3" pot or normal spring pot cul- ture.....	Short	Sept. 20	4.00
* <u>PURPLE WATERS</u> - Deep purple. Responds well for spring pot plant culture.....	Med.	Sept. 20	4.00
<u>GAMMY</u> - Rose lavender pompon, exquisite flower of fine substance and beauty. Extremely high production.....	Med.	Sept. 20	4.38
<u>MINNEHAHA</u> - Lovely 2" blossoms of rosy sandal- wood pink on large cushion type plants...	Short	Sept. 20	4.00

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## GARDEN VARIETIES

VARIETY	HEIGHT	MATURES	PRICE 50 ONLY
<u>PINK &amp; LAVENDER</u>			
*ALERT - Large decorative, dark purple pompons produced on beautiful shaped plants. Responds excellently for Mother's Day and later blooming as pot plants, either as 6" or 3" pots.....	Med.	Sept. 20	4.13
*BLANCHE LITWILLER - Large pompon, lavender pink. Medium, excellent for cutting and floral work. Attractive also as a spring pot plant.....	Med.	Sept. 23	4.25
PINK QUILL - Large decorative, quill type, shell pink with solid centers.....	Med.	Sept. 25	4.25
OLIVE LONGLAND - Decorative, secondary border, apricot salmon pink.....	Med.	Sept. 25	3.63
EVANGELINE - Large decorative, secondary border, flesh pink.....	Tall	Sept. 25	4.00
*JEWELTONE - Pompon, secondary border, or pots, rose pink.....	Short	Sept. 25	4.00
LADY'S CHOICE - Large decorative, secondary border or pots, ivory pink.....	Med.	Sept. 25	4.00
*REFLECTION - Decorative, secondary border, rosy lavender. Displays exceptional qualities for spring pot plants.....	Med.	Sept. 25	4.00
*PETRISIAN ROSE - Medium pompon, lavender rose in color, very versatile. Ideal as a garden cut flower. Very good under glass as an early cut flower and responds either as a cut flower or spring pot plant very well.....	Med.	Sept. 25	3.88
*CECELIA - Medium decorative, purple flowers produced in abundance on beautiful shaped plants. Responds well as a spring pot plant.....	Short	Sept. 25	3.63
IMP. EARLY WONDER - Pompon, secondary border and cut, lavender pink.....	Med.	Sept. 25	3.88
*SPELLBOUND - Medium decorative, brilliant lavender pompon. Responds beautifully to spring bloomings as pot plants.....	Med.	Sept. 25	4.13



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>CAPT. J. SMITH</u> - Cushion, border plant, lavender pink.....	Short	Sept. 25	3.63
<u>EVELYN DEVANEY</u> - Shell pink.....	Med.	Sept. 25	4.00
<u>PURPLE CUSHION</u> - Sport of Cecelia.....	Med.	Sept. 25	3.75
* <u>MAJOR CUSHION</u> - Small decorative lavender pompon, produced on a well rounded plant. Responds for spring pot plant, either as a 6" or 3" pot mums. Temperature should be 60 degrees or better.....	Short	Sept. 25	3.63
<u>COQUETTE</u> - Cushion, border, rosy pink.....	Short	Sept. 25	4.00
* <u>PINK SPOON CUSHION</u> - Vigorous growing lavender pink spoon. Much more prolific flowering than the other spoons. An excellent late spring pot plant. Best for Memorial Day.	Short	Sept. 26	4.50
<u>LOVELINESS</u> - Carmine pink spoon, outstanding flower quality.....	Med.	Sept. 26	4.38
* <u>PURPLE DUSK</u> - Upright cushion of light purple. Compact and clean growing. Another valu- able spring pot addition for 3" pots or larger.....	Med.	Sept. 26	4.50
<u>EDNA ROWLEY</u> - Button, lavender pink with ruby eye. Excellent for cutting and arrange- ments.....	Med.	Sept. 26	4.25
<u>MARY HARRISON</u> - Semi-decorative, glowing aster purple showing striking yellow centers...	Med.	Sept. 26	4.38
<u>PURPLE HEART</u> - Medium decorative lovely deep purple florets, with silvery reverse. Good color retention.....	Med.	Sept. 28	4.50
<u>BETTY</u> - Decorative, background and cut, pink rose center.....	Tall	Sept. 28	3.75
* <u>TWINKLE</u> - Cushion, border, deep rose purple, novel color for spring pots.....	Med.	Sept. 28	3.75
<u>PAT LEHMAN</u> - Decorative, background and secondary border, peach pink.....	Tall	Sept. 28	4.00

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE 50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>STYLISH</u> - Large cactus decorative, old rose, very shapely.....	Med.	Sept. 28	4.25
* <u>ARISTOCRAT (H)</u> - Large decorative, secondary border, deep wine. Useful as a large flowering spring or fall pot plant.....	Med.	Sept. 28	4.00
<u>CHAMPAGNE</u> - Medium decorative, captivating shades of ivory shell pink, an abundance of excellent sprays for cuttings.....	Tall	Sept. 28	4.38
<u>ARTIST'S DELIGHT</u> - Large coral geranium pink decorative, perfect sprays for design work.....	Med.	Sept. 29	4.25
<u>LADY FAIR</u> - Large orchid pink cactus de- corative. Shows deep lavender buds before opening, excellent for dis- budding.....	Med.	Oct. 1	4.38
<u>TIFFANY ROSE</u> - Medium large deep rose single, very prolific bloomer, responds well for spring pot plants.....	Med.	Oct. 1	3.75
<u>OLD LAVENDER</u> - Large decorative, background, bright lavender.....	Med.	Oct. 1	4.13
<u>HELEN BOGUE</u> - Large rose purple decorative...	Tall	Oct. 1	4.25
* <u>MISCHIEF</u> - Small purple daisies with prominent yellow centers produced in abundance on sturdy well rounded plants. Responds very uniformly to off-season blooming. Makes a wonderful 6" pot for spring blooming. Cannot be used in the same proportion as white and yellow, but a very desirable spring pot plant.....	Short	Oct. 1	4.25
<u>NORTHERN QUEEN</u> - Large decorative, good cut under glass or in the garden. Rose pink, dark center.....	Med.	Oct. 5	4.00
* <u>PETRISIAN PINK</u> - Decorative, background, cut, light pink.....	Med.	Oct. 5	3.88
<u>JOSEPHINE FERRIS</u> - Cream pink pompon with con- trasting deep pink center. Pale lavender buds swell into enhancing fine textured flowers. Has a good growth habit with outstanding pro- duction.....	Med.	Oct. 5	4.50

REFER TO PRICE TABLE FOR QUANTITY PRICES PAGE 68



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
* <u>LAVENDER LADY</u> - Lavender decorative pompons produced on a rather tall spreading growth. Responds well for spring pots.....	Tall	Oct. 5	4.00
* <u>ANN LADYGO</u> - Medium pink anemone. Cushion type growth. One of the loveliest garden specimens to date. When in full flower the foliage is completely covered by beautiful pink anemones. The most exciting new spring pot available.....	Short	Oct. 5	4.50
<u>DREAM GIRL</u> - Pompon, background and cut, light lavender.....	Med.	Oct. 10	4.13
<u>BETTY ETTS</u> - Bright orchid pink spoon of outstanding texture. Long tubular petals with spoon tips. Heavy stemmed and wind resistant. A delightful garden plant for table bouquets or ornamental use.....	Med.	Oct. 10	4.50
<u>TREVANIA</u> - Large coral peach 3" decorative. Lush green foliage on stems perfect for table use.....	Tall	Oct. 10	4.50
* <u>ORCHID SPOON</u> - Orchid lavender spoon, responds for Mother's Day and later as a pot plant novelty.....	Med.	Oct. 10	3.88
<u>ROSE SPOON</u> - Spoon, secondary border, lavender rose pink.....	Med.	Oct. 10	3.88
<u>LASSIE</u> - Large decorative, background and cut, deep pink.....	Med.	Oct. 10	4.00
* <u>MELROSE</u> - Luminous peach pink large decorative. Flowers ranging from 3" to 5" when disbudded. Color improves as it opens. Strong stems with well placed flowers. Outstanding as a garden cut flower. Lends itself to short disbud program or as a spring pot plant using tall treatment.....	Tall	Oct. 10	4.50
* <u>MASQUERADE</u> - Lavender pink button pompons with dark rose centers, responds well for spring pot plants.....	Med.	Oct. 10	3.88

GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
* <u>JOYBRINGER</u> - Low branching decorative pompon, lavender rose overlaid with salmon. Ideally suited for spring pot plants. Responds well and makes a beautiful shaped plant. Color could be a little more desireable.....	Short	Oct. 10	4.25
* <u>ACCOLADE</u> - Glowing lavender pink pompon. Large 3" to 4" flowers adaptable to disbudding. Strong sturdy stems perfect for cutting. Sure response in the spring as a pot using the tall treatment to reduce the height.....	Tall	Oct. 12	4.50
<u>ALLEGRO</u> - Cushion type, secondary border and background, shrimp pink.....	Med.	Oct. 12	4.00
<u>EVELYN GARREN</u> - Striking large rose and gold incurved. Compact growth habit making a lovely garden specimen. A variety that is really wind and frost resistant. It is enhanced by partial disbudding but is not necessary.....	Med.	Oct. 12	4.50
* <u>FUCHSIA FAIRY</u> - Small decorative, light pink, valuable as a spring pot and also as an outside border planting.....	Short	Oct. 14	4.38
<u>CUPID</u> - Small decorative, dahlia formed pink. Very good as a garden pot variety for spring.....	Med.	Oct. 15	4.38
* <u>JEWELL</u> - Lavender pink button pompons need very little introduction. An old timer that is very versatile for either cut flowers under glass, or in the garden and the early Cloth House. Responds as a spring pot.....	Med.	Oct. 15	4.38
<u>ENTERPRISE</u> - Medium pompon, amaranth rose, produced on well formed and good stems. Exceptionally good as early fall cut flowers under glass, or in the garden when the weather permits. Also responds well in the early Cloth House.....	Tall	Oct. 15	4.38



GARDEN VARIETIES

<u>VARIETY</u>	<u>HEIGHT</u>	<u>MATURES</u>	<u>PRICE</u> <u>50 ONLY</u>
<u>PINK &amp; LAVENDER</u>			
<u>ELIZABETH HOOD</u> - Large decorative, light lavender rose produced on good stems and sprays. Good cut flower under glass or in the outside garden where weather permits:.....	Med.	Oct. 15	4.38

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PRICES PER 100

<u>Price</u> <u>50 Only</u>	<u>100 - 250</u>	<u>300 - 450</u>	<u>500 - 950</u>	<u>1000 Up</u>
3.25	6.25	6.00	5.75	5.50
3.38	6.50	6.25	6.00	5.75
3.50	6.75	6.50	6.25	6.00
3.63	7.00	6.75	6.50	6.25
3.75	7.25	7.00	6.75	6.50
3.88	7.50	7.25	7.00	6.75
4.00	7.75	7.50	7.25	7.00
4.13	8.00	7.75	7.50	7.25
4.25	8.25	8.00	7.75	7.50
4.38	8.50	8.25	8.00	7.75
4.50	8.75	8.50	8.25	8.00



## COLLECTIONS OUR SELECTIONS

Rooted Cuttings of a given number of varieties may be ordered as a collection. Example - 300 R.C. - 50 each of 6 varieties. Any desired quantity may be ordered in units of 50 or more. Minimum quantity that will be shipped on a collection basis is 300 R.C. Varieties by name cannot be specified but statement must be made as to whether Standards or Pompons are desired, week group and percentage by color. These collections will be filled with the best varieties available at time of shipment.

### COLLECTION PRICES PER 100

<u>300 - 450</u>	<u>500 - 950</u>	<u>1000 Up</u>
6.25	6.00	5.75

### GARDEN VARIETY COLLECTIONS

For growers who are not familiar with Garden Varieties, but who wish a well balanced assortment, we offer the following collections which include the better varieties for each specific purpose.

#### COLLECTION #1

Taller varieties for cut flowers.

#### COLLECTION #2

Varieties for bedding or borders.

#### COLLECTION #3

50% for Cut Flowers.  
50% for Bedding or Borders.

#### COLLECTION #4

Varieties suitable for Easter, Mother's Day or Memorial Day pots.

#### COLLECTION #5

Cushion varieties only.

#### COLLECTION #6

Greenhouse Standards

#### COLLECTION #7

Greenhouse Pompons

#### COLLECTION #8

Greenhouse Pot Plant varieties.





## INSTRUCTIONS FOR ORDERING

## WHEN ORDERING

Minimum total orders should be at least 100 cuttings. All varieties should be ordered in multiples of 50. No orders accepted after June 15, 1960.

## PRICES

Prices per 50 opposite each variety. For complete price table see page 68. Price per 25, add one and one half cents per cutting above the price per 50.

## DISCOUNTS

5% Discount for all CASH WITH ORDER.

2% Discount if Charge Orders are paid within ten days from date of invoice.

## TERMS

Cash to all customers without established credit - at least 50% of the amount must be enclosed with your order if you want us to send it C.O.D. This part payment is necessary because of the perishable nature of the cuttings. If shipment is refused for any reason it is usually a total loss. Charge orders will become due in 30 days from the date of invoice.

## DELIVERY

Most shipments will be made by Express collect or if sent by Parcel Post an invoice for Parcel Post charges will accompany invoice for plants. Allow 2 to 3 weeks for delivery when ordering.

## CLAIMS FOR DAMAGE

If plants are damaged upon arrival, Notify your EXPRESS AGENT IMMEDIATELY. Get a BAD ORDER REPORT made out and signed by him. If this is done, your claim will receive prompt attention. You may file the claim direct, or if you prefer, mail us the bad order report, invoice and express receipt, and we will file claim for you. Our packing is all done by men of experience who have done it for years and any trouble must be settled with the carrier. However, we will do all we can to assist you.

## NO GUARANTEE

While we use every possible care to have all varieties properly labeled and true to name, we, Geneva Floral Company., Inc. give no warranty expressed or implied, also we cannot guarantee a crop as growing depends entirely upon the grower. Our liability, in all instances, is limited to the purchase price of the plants.



## INSTRUCTIONS FOR ORDERING

## CANCELLATION

Must reach our office before shipment has been made. However, if all or any part of your order has been shipped, we can cancel the UNSHIPED PORTION only.

## CARE OF CUTTINGS WHEN RECEIVED.

If your cuttings seem wilted remove wrappers and dip these cuttings tops and all in cool water and set the roots loosely in a flat of damp moss for a few hours, or over night, out of doors in the shade or under a cool bench where the wind does not blow on them. If you do this you will find they will revive 100% and then you are ready to pot or transplant. NEVER POT A WILTY PLANT. You may need to shade some according to the weather. A little wilting after potting will not harm and a light syringing occasionally will help very much. If cuttings are crisp the morning after 24 hours from potting this shows they are taking water and your danger from shipping is over.

Orders accepted will be subject to the above terms. All orders shipped from Toledo, Ohio





